

# AMERICAN NURSERYMAN

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

AUGUST 1, 1952



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# AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

*The Nurseryman's Forte: To Make America More Beautiful and Fruitful*

VOL. XCVI No. 3

AUGUST 1, 1952

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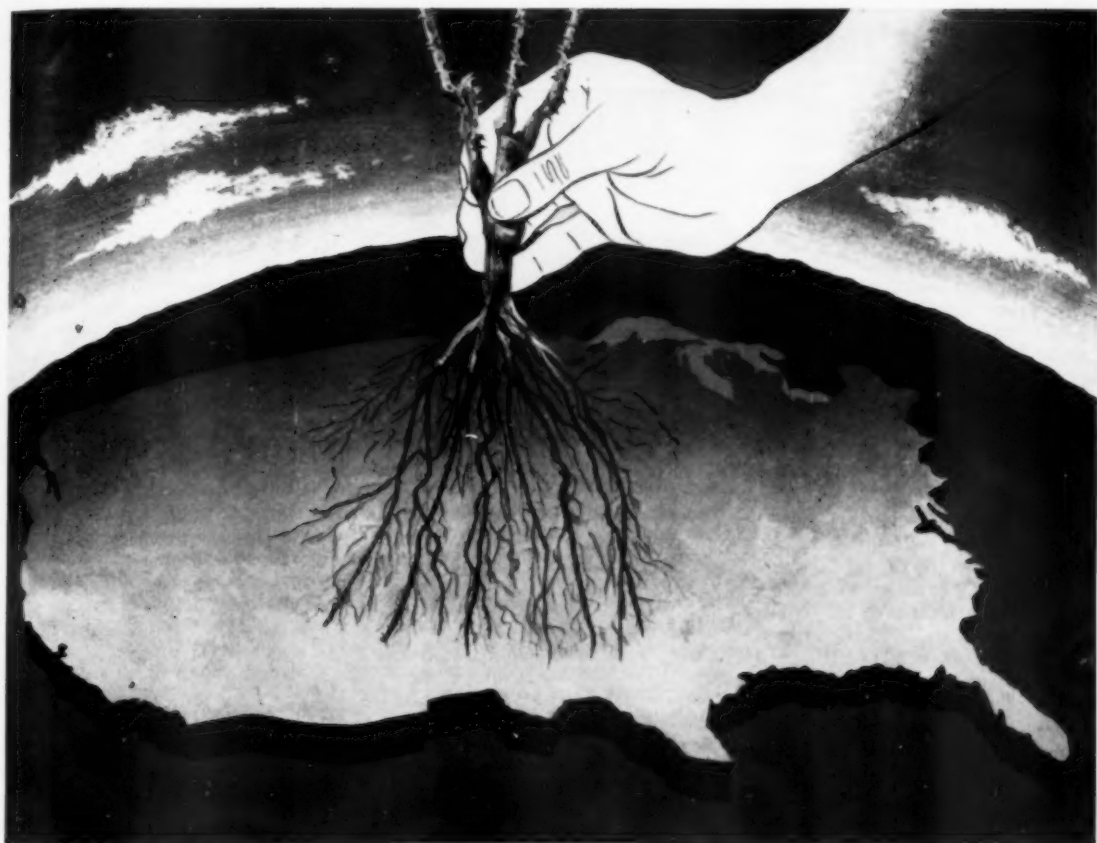
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Forms for the August 15 issue will close Monday, August 4.

Forms for the September 1 issue will close Monday, August 18.

Mail copy to arrive at Chicago by these dates—no later!



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Our mountain valley rose farm site has the most ideal growing conditions in the world.

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# HOWARDS *of* HEMET

*"Seasoned Rosebushes"*

PATENTED AND NON-PATENTED ROSEBUSHES FOR THE WHOLESALE TRADE  
HOWARD ROSE COMPANY • BOX 725 • HEMET • CALIFORNIA

## AMERICAN NURSERYMAN

F. R. KILNER, *Editor and Publisher*

Kenneth A. Brent, *Managing Editor*

### Editorial

#### THE CHOICE IS YOURS

The action by the board of governors of the American Association of Nurserymen in approving a program of action designed to counteract and eliminate false and misleading advertising from all media is welcome news, indeed. It is in line with suggestions made repeatedly in the editorial columns of this magazine that the industry take steps against the offenders before the federal government feels called upon to step into the nursery field.

The very future of the nursery industry may be at stake in this matter. It may be that by its actions now the industry will determine whether it is to grow and prosper and take its rightful place among the leading industries of the nation or whether it is to degenerate to the level of those whose advertising is now found objectionable by the great majority of nurserymen.

More than one nurseryman who attended the Detroit convention sensed the hand of destiny poised above the deliberations on the floor. The industry, they felt, is at the crossroads, on the threshold of a new era. The promotional activities of the past few years, both national and local, have put the industry on the road to unprecedented economic and social progress. The future holds unlimited possibilities, far beyond the wildest dreams of a decade ago.

All of this can be consigned to the ash heap, however, if a few chiselers are to be allowed to give the entire industry a bad name.

It is the selfish duty of every nurseryman of integrity to do all in his power to contribute to the collective effort to deal the sharp operators a death blow now—once and for all time. No stone should be left unturned until the last of them is eliminated from the industry picture.

The choice, Mr. Nurseryman, is yours. Which way is the industry to go?

#### CLAIMS ATTRACT FTC

Only a few issues ago this page carried comments on the extravagant statements made by the advertisers of some horticultural prod-

ucts in newspaper advertisements and on the radio, urging action by trade organizations before the government sought to counteract this imposition on the public by enactment of new laws or investigation by federal agencies under present statutes.

In passing, it is gratifying to note that positive and effective action was taken by trade bodies to check the advertising of a cheap Florida orchid to the public with the misleading implication that cattleya-like flowers would result.

Almost immediately thereafter, comments here called attention to the fact that extravagant blurbs of plant advertisers were being outdone by advertisers of chemical preparations for the garden.

The latter have attracted the attention of the federal trade commission, according to a report in the New York Journal of Commerce, and a "crackdown on a number of distributors of new-type chemical soil conditioners for alleged misleading advertising" is reported imminent.

Leading chemical producers, which performed the lengthy research work and pioneered the introduction of such soil conditioners, are reported ready to welcome an FTC crackdown or any other check on the excessive claims by small distributors in their advertising. They fear the public's misunderstanding of the products resulting from such claims may hamper their efforts to open up this market properly—just as the public's reaction to plant and bulb advertisers who mislead or defraud them handicaps the subsequent sales of legitimate plantsmen.

Warning was issued recently by the National Agricultural Chemicals Association that effective introduction of the new soil conditioners was "being jeopardized by exaggerated claims made for some of them." The association advised home gardeners to purchase only products manufactured by reliable companies.

As interest in home gardening increases apace, the responsibility—and the opportunity—of the horticultural industry increases with it. Action will be taken by government bodies if it is not taken by those who have a close and direct interest. Whether plants or bulbs, or supplies for the garden, the merchandise this trade handles should be above reproach. And those selling the public

have the first interest in warning the public and educating it against misleading or false claims by interlopers and peddlers.

#### WORK WITH ARCHITECTS

In this issue appears a report of a New Jersey meeting that would merit more space in the discussion of its object than is available in an issue carrying the report of the national convention. Guests at the summer picnic held by New Jersey nurserymen were members of the New York and Philadelphia chapters of the American Society of Landscape Architects. The purpose in inviting the guests was to discuss cooperation between their profession and the nurserymen. The cordial relations apparent and the cooperative spirit evident indicated the success of the project.

The landscape architects' problem is that they frequently wish to use shrubs and trees in clients' specifications that they believe are most distinctive and useful, but they are not able to obtain from nurserymen the desired plants in the quantity and sizes specified.

Nurserymen, on the other hand, have grown in largest quantity and range of sizes those shrubs and trees for which demand is greatest. Most of them would gladly grow better or different things if they were fairly sure of a market, but they find it a losing proposition to grow plants that may be new and different, but which nobody purchases when they reach salable size.

While it is not likely that a program may be laid out whereby the nurseryman will begin to grow plants that the landscape architect is going to specify when they have reached salable age, yet discussions between the producers and the architects should produce an understanding which will yield a closer approach to the goal.

Committees on mutual relations between the national organizations of these two groups have functioned in the past. But when the concrete problem of selection and supply of plant materials is faced, perhaps the discussion will be more successfully carried on at the state or regional level. Hence the initiative taken at the New Jersey meeting offers a suggestion to those concerned with this problem in other areas of the country.

### The Mirror of the Trade



# A. A. N. Vows Fight on Misleading Ads

Approval of an aggressive program to stamp out false and misleading advertising in the nursery industry was the highlight of the 77th annual convention of the American Association of Nurserymen, held at the Hotel Statler, Detroit, July 13 to 17. The convention attracted a registration of 1,026, second only to that at the 75th anniversary convention, two years ago. The 240-some women registered represented an all-time high.

The decision to attack fraudulent advertising followed a report of a special committee on fair trade practices, read by Thomas Kyle, chairman. Mr. Kyle's report, which is published in full in another part of this issue, recommended that the board of governors of the A. A. N. confer with representatives of adver-



Peter J. Cascio  
[Elected President of A. A. N.]

The central office would then investigate the advertisement in question and take any action it might deem to be appropriate. The report recommended that a fund of \$500 be set aside to enable the central office or the advertising review board to "shop" the suspected advertisements, make photographs, compile data, and take any other action necessary to rectify undesirable situations.

The report took note of the fact that the National Association of Better Business Bureaus had discussed the specific problem of nursery stock advertising at its recent annual meeting and recommended that the American Association of Nurserymen cooperate with all better business bureaus in their efforts to

eradicate the unethical advertising.

The report strongly urged that the industry take remedial measures within itself so as to avoid the necessity of federal government action.

In a supplementary report, Howard Taylor, chairman of the market development and publicity committee, stated that he had discussed the advertising problem with editorial representatives of media in the New York city area. He said that the editors had agreed with him that their efforts in writing good garden material were being sabotaged by the appearance of false and misleading advertisements on the same pages. The editorial personnel suggested that the problem be presented to the publishers of the periodicals and to the advertising executives of radio and television stations and recommended that the American



John D. Siebenthaler  
[Elected Vice president of A. A. N.]

tising media and present to these representatives a list of criteria of minimum advertising standards for the horticultural industry. The report also recommended that the A. A. N., in cooperation with the National Mail Order Nurserymen's Association, set up minimum packaging standards for nursery material.

Another important recommendation of the special committee was the establishment of an advertising review board, to be made up of 60 or more A. A. N. members. This board would be broken up into panels of three representing various trade areas. It would be the duty of these panels to scan horticultural advertising and report to a central office on any advertising copy suspected of being false and misleading.



John B. Wight  
[Elected A. A. N. Director at Large]

Association of Nurserymen set up standards for horticultural ads.

Executive Secretary Richard P. White stressed the point that false horticultural advertising must be eliminated from media on a 100 per cent basis or not at all, as an individual medium does not like to turn down copy which is likely to turn up in a competing medium. For this reason, he urged that corrective measures be concentrated on the large medium associations, with the view toward eliminating undesirable advertising from all publications and broadcasting media at the same time.

At the conclusion of the discussion, the board of governors approved the recommendations of the special committee and also approved the ap-



J. B. Baker, Jr.  
[Elected A. A. N. Director, Region 5]





Guests of honor at the annual banquet were, unless otherwise indicated, past presidents of the A. A. N. Left to right, they are John B. Wight, immediate past president; Wayne Ferris; Peter J. Cascio, newly elected president; Avery H. Steinmetz; Edwin J. Stark; Frank S. LaBar; J. Frank Sneed; Arthur H. Hill; J. Awdry Armstrong; Howard C. Taylor, and James IE. Ilgenfritz. For other past presidents, see photo below. The introduction of these honored guests was a feature of the banquet program.

propriation of \$500 to carry on the corrective measures.

For a report of the action taken on this problem by the National Mail Order Nurserymen's Association, see the report of that association's meeting elsewhere in this issue.

#### Officers Elected

Elections of officers and directors at the meeting were made without opposition. Peter J. Cascio, West Hartford, Conn., was elected president, advancing from the vice-presidential position, in which he had compiled an enviable record of service to the association and to the industry. John D. Siebenthaler, Dayton, O., was elected vice-president. Mr. Siebenthaler, a nationally known figure in the nursery industry, has served as treasurer of the association.

Richard Holmes, Newark, N. Y., was elected director from region 1. John Siebenthaler was named to the post of director from region 3. This gives Mr. Siebenthaler two offices in the association for the 1952-53 fiscal year. For region 5, J. B. Baker, Jr., Fort Worth, Tex., was re-elected director. John B. Wight, Cairo, Ga., retiring president of the association, was elected director at large.

Holdover directors include John Fraser III, Huntsville, Ala., for region 2; Vernon Marshall, Arlington, Neb., for region 4, and Clyde

Stocking, San Jose, Calif., for region 6.

C. W. M. Hess, Mountain View, N. J., who was elected last year to fill out the remaining year of the term of L. C. Bobbink, was elected at this meeting to a 3-year term on the board of trustees in his own right.

A good number of delegates and other members attended the first general session of the association, held in the Grand ballroom of the Statler on Monday morning, July 14. They first heard the president's address, given by John B. Wight, in which Mr. Wight asserted that the past fiscal year had been the best year in the history of the association. Mr. Wight paid tribute to his fellow officers and members of the association, for their contributions to this significant record.

Mr. Wight pointed to what he termed the "Transformation of America," which, he predicted, would result from the ever-increasing application of the "Plant America" program. He cited a number of examples as tangible evidence of the success of this promotional program, including the new Lever Bros. and the United Nations buildings at New York city, which, he said, especially reflect the modern urge to soften the bareness of straight walls by trees and shrubs. He added, however, that it would be in suburban and rural communities where

the greatest changes will be made in planting and beautifying.

Mr. Wight endorsed a policy utilized by a number of other leading trade associations when he asked members who have personal friends among senators and congressmen to provide the A. A. N. with a list of such members of Congress, so that these persons may be contacted whenever required in the interest of legislation pertinent to the nursery industry.

The president also cited the well-known Needham versus Winslow case, a zoning dispute which has been reported extensively in previous issues of the American Nurseryman. Mr. Wight reviewed the participation of the A. A. N. in the case and stated his belief that the favorable, broad definition of a nursery which was obtained from the Massachusetts court will serve as a protection for the entire nursery industry in the future. He stated the A. A. N.'s intention of pursuing the case further when it comes up for appeal before the Massachusetts Supreme court in the fall.

Mr. Wight expressed regret that the association ran into unforeseen difficulties in the activation of a research foundation committee and that he could report little progress along this line. He expressed the opinion that some means should be found to finance research on nursery problems at the national level and



Others at the speakers' table for the annual banquet were, left to right, Richard P. White, executive secretary of the A. A. N.; Owen G. Wood; Edward L. Baker; Miles W. Bryant; Paul C. Stark; John Fraser, Jr.; William Flemer, Jr.; M. R. Cashman; Lloyd C. Stark, and H. B. Tukey, department of horticulture, Michigan State College. Those named are all past presidents unless otherwise indicated. The past presidents of the association represent some of the outstanding personalities in the nursery industry.

recommended that the incoming officers continue to pursue this objective.

He reviewed the situation regarding misleading nursery advertising in the garden sections of the daily press and some of the garden magazines, with the resulting instructions from the board of directors to appoint a special committee to study the advisability of setting up a set of fair trade practice rules for the nursery industry. A report of this committee has already appeared in this article.

Mr. Wight felt that nurserymen must all recognize that advertising which misleads a buyer with reference to one firm's product reduces the confidence of that buyer in all other nursery firms' products. That aspect of the problem is one about which the market development and publicity committee is concerned: The influence of misleading ads on trade-consumer relationships. In its fundamental form, however, it is a problem of the fair trade practices and ethics committee.

"Even though you may not be a mail-order nurseryman," continued Mr. Wight, "misleading and false advertising by a mail-order nurseryman, or by any other member of the trade, will surely reflect upon your vocation and eventually cost you money. This is a basic problem confronting the nursery industry, which the A. A. N. must meet squarely. We cannot avoid the issue. It is my personal belief that the A. A. N. is big enough and strong enough to clean its own house."

The president reported a net gain of 84 members for the year ending July 1, 1952, to give the association a net membership of 1,434.

#### Insurance Program Disappointing

Mr. Wight was followed on the program by the executive secretary, Richard P. White, who expressed disappointment in the members' participation in the A. A. N. group insurance program. He reported that as of the time he left his Washington office, the plan had recorded only 44 participating firms and 324 individual lives. This, he pointed out, was considerably below the minimum number of participants that could have been reasonably expected out of those who originally expressed interest in the plan. He pointed out further that the plan cannot become effective until 276 more lives are enrolled, 600 being the minimum number of participants required by the law before a group insurance plan can become operative.

Dr. White described the success

achieved by the A. A. N. in helping to secure passage of a bill which would assure that horticultural commodities such as nursery stock, flowers and bulbs would be considered agricultural commodities for the purpose of agricultural exemption in the motor carriers' act. A bill containing the A. A. N. recommendations was introduced in the Senate on May 29 of this year and by July 9 had passed both houses of Congress and had been signed by President Truman.

"Thus, in a little over a calendar month," asserted Dr. White, "a controversy originating in 1939 between nursery industry and the interstate commerce commission was settled by favorable action of the Congress."

The secretary warned the industry that the outlook for 1953 is definitely for further increases and adjustments in postal rates. "It is probable," he said, "that the nursery industry may find itself involved in 1953 in a legislative problem relating to bulk rates on catalog mailings, and it is possible," he continued, "that an increase in fourth-class rates will be sought, not through Congress, but through the interstate commerce commission."

The secretary reviewed several other matters of importance to nurserymen, in most of which he referred the members to the reports of specific committees. These reports

will be found in other portions of this article.

In his report for the market development and publicity committee, Howard C. Taylor, chairman, stressed the fact that it is no longer needed to justify market developments and publicity activities among the A. A. N. members. This function, he said, is understood and accepted as an integral part of A. A. N. activities.

#### Constant Business Growth

Mr. Taylor stated that during the period of concentrated public relations activity, there has been a constant growth of the nursery business, unmatched by any other period. It is no longer necessary, he added, to sell homeowners on the desirability of landscaping their grounds. It is now only a question of how much stock and what kind of stock the customer desires to be planted.

Mr. Taylor called on several of the regional subchairmen to report on "Plant America" activities in their regions. Richard Wyman, Framingham, Mass., reported that there is a great deal of activity in his section of the country. He has observed a great number of newspaper articles and radio programs devoted to this theme. He mentioned specifically the publicity for the planting of the project at Stow, Mass., published in *Country Gentleman* magazine. Mr. Wyman termed



The above photograph proves once again that firms represented by directors of the American Association of Nurserymen hold a record for longevity in the nursery industry. Firms represented by the directors pictured here account for a total of 520 years of nursery enterprise. Seated, left to right, are Dr. Richard P. White, A. A. N. executive secretary; Peter Cascio, Peter Cascio Nursery, West Hartford, Conn., 50 years; John B. Wight, Wight Nurseries, Cairo, Ga., 65 years; John D. Siebenthaler, the Siebenthaler Co., Dayton, O., 84 years. Standing, left to right are Clyde Stocking, Stocking Rose Nursery, San Jose, Calif., 25 years; John Fraser III, Huntsville Wholesale Nurseries, Huntsville, Ala., 79 years; Wayne Ferris, Wayne Ferris Nursery, Hampton, Ia., 84 years; J. B. Baker, Jr., Baker Bros. Nursery, Fort Worth, Tex., 68 years, and Vernon Marshall, Marshall Nurseries, Arlington, Neb., 65 years.

the "Plant America" project one in which the nurseryman still gets 100 cents in value for each dollar invested.

Kimball D. Andrews, Faribault, Minn., reported that "Plant America" activity in his region, the upper midwest, was somewhat dormant. He reported that he had written other members of the association in his area to submit suggestions for utilizing "Plant America" publicity, but that he had received no answers to his letters. Mr. Andrews called upon nurserymen to inform the A. A. N. public relations office of special situations of customer resistance so that special publicity can be issued to aid in overcoming the resistance. He explained that the unseasonably hot weather experienced in his region in April was a deterrent to plant sales, but that with the proper information, the public could have been convinced that there was no reason why it should not buy at that time.

Steve Verhalen, Scottsville, Tex., stated his belief that the publicity material has been able to do only a small fraction of what it could do if nurserymen would take full advantage of it. He felt that not enough nurserymen are convinced that A. A. N. publicity is an important part of their businesses.

Fortifying Mr. Taylor's position,

Howard P. Quadland reiterated the primary objective of market development and publicity as a means to increase nursery sales and profits; to carry the message of the nursery industry into the home. As evidence of the success of the publicity program, he stated that there has been more nursery publicity in the state of California alone during the past year than there was in the entire country three years ago. For tangible proof, Mr. Quadland referred his audience to the huge exhibit of newspaper clippings and magazines which had been posted in the hall outside the meeting room.

The public, continued Mr. Quadland, is interested not in merchandise, but in the benefits to be derived from certain merchandise. This is true of nursery stock, and the publicity issued by the A. A. N. office is designed to emphasize these benefits. The public relations program must have as an objective the creation in the public mind of a desire for the complete use of nursery materials to the end of better living. Isolated sales of \$10, \$15 and \$25 are not important. The important thing is to see to it that the public continues to buy nursery stock until the fullest use has been made of the materials that nurseries have to offer.

Treasurer John D. Siebenthaler presented a proposed budget of

\$78,197.88 for the fiscal year 1952-53. This amount is \$5,140.36 over 1951-52 expenses. It is also \$2,643.88 over the 1951-52 budget. Taking receipts and expenditures into account, Mr. Siebenthaler estimated that the balance on hand as of June 30, 1953, would be about \$14,000.

### Keynote Luncheon

The keynote luncheon, held in the Statler's Grand ballroom, brought the nurserymen together for introductions, presentations of awards and a guest speaker. A feature of the program was the introduction by Dr. White of secretaries of various state and regional nurserymen's associations, who occupied places of honor at the speakers' table. Those introduced included:

Tom Dodd, Jr., Alabama; Elmer Merz, California; Bill Monroe, Georgia; Miles Bryant, Illinois; Harold Bohling, Indiana; L. C. Chadwick, National Shade Tree Conference; Bernard Ward, Michigan; David C. Petrie, Idaho; Harold Hunziker, formerly secretary of National Landscape Nurserymen's Association; Lloyd Platt, present secretary of the N. L. N. A.; W. Ray Hastings, All-America Rose Selections; Clyde Heard, president and former secretary of the Iowa association.

Also, Mary Ellen Walsh, Dr. White's secretary, at the A. A. N.; James Doty, Oregon; Frank Turner, Ohio; Ed Wyckoff, North Jersey Metropolitan Nurserymen's Association; Charles Andrews, Nebraska; Paul Hofman, Maryland; Robert Eggers, Missouri; R. C. Ruedlinger, Minnesota; William Kelly, Western New York Nurserymen's Association; Erwin Whitham, New England Nurserymen's Association; C. C. Smith, Western Association of Nurserymen, and Kimball Andrews, Northern Retail Nurserymen's Association. Charles Greening, Monroe, Mich., who played an important role in the planning of this A. A. N. convention, was also introduced.

Charlotte Hartman, of the Detroit area Girl Scouts, told the nurserymen of the conservation program being carried out by the scouts. Following Miss Hartman's talk, the scouts presented a certificate of appreciation to the A. A. N. for the model fruit garden established in Detroit by the association and in appreciation of the "Plant America" program in general. Margaret Anne Cooley, a girl scout, made the presentation.

The Baby Rambler award, pre-

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Dr. Donald Wyman, Arnold Arboretum, Jamaica Plain, Mass., left, shown receiving the Norman Jay Colman award for distinguished service to horticulture from H. B. Tukey, Michigan State College. Dr. Wyman won the award for the second time, this year for his book, "Trees for American Gardens."



# Special Report of Fair Trade Group

At the January meeting of the board of directors of the American Association of Nurserymen, a special committee was formulated to initiate steps looking toward the establishment of a set of fair trade practice rules for the purpose of preventing, or at least reducing, misleading and false advertising which was considered to be detrimental to the nursery industry as a whole. This committee, as appointed by President John B. Wight upon the instruction of the board of directors, was under the chairmanship of Tom Kyle. Following is the text of the report of this committee as presented by Mr. Kyle to a meeting of the board of governors at the 77th annual convention at Detroit:

During the progress of correspondence and discussion on the general subject and stimulated by the unusually large amount of misleading advertising occurring on garden pages of the press, and in some cases in magazines, the objectives of this committee were construed to include a study of possible approaches to this problem in addition to procedure through the federal trade commission. The committee believes that it has made a rather thorough study of all possibilities and wishes to report as follows:

## Six Approaches to Problem

Six different approaches to this problem have been considered, some of which are dependent upon each other for successful implementation. These six approaches are:

1. Criteria officially adopted by the board of governors of the A. A. N. that can be used as a rough measure of good advertising copy.

2. The establishment of packing standards by the A. A. N. to be officially adopted as minimum requirements for shipments of nursery stock through the mails.

3. The establishment of an advertising review board of nurserymen constantly to review copy that is printed in magazines and the daily press.

4. The appropriation of A. A. N. funds up to the sum of \$500 for the purpose of "shopping" ads, recording data and photographing material shipped.

5. Cooperation with the National Better Business Bureau and local better business bureaus.

6. Formal request to the federal trade commission for establishment of a set of fair trade practice rules

which would establish fair trade practices for the industry under the authority of the federal trade commission act.

These will be taken up in order.

In an examination of a large num-



Thomas B. Kyle

ber of advertisements appearing this spring in various media and extending from coast to coast, it was recognized that the advertising to which the legitimate industry objects as being misleading, and in some cases, actually false, had several errors of omission which were obvious to a trained nurseryman. Almost without exception, the age and size of plants were not indicated, permitting the shipper to ship any age or any size of the plants mentioned. In the second place, the use of coined fancy names was almost universally an earmark of these ads and the use of accepted common names of the plant material was omitted. As many of these advertisements have been "shopped," it is obvious that much of the material being supplied, is material collected from the wild and is not nursery-grown. Consequently, it would seem to be a sign of good advertising copy to indicate whether or not the material advertised is collected or nursery-grown. The subject of hardness is also a factor that is never mentioned in these ads. Reputable advertisers doing a nation-wide business through newspapers sometimes indicate hardness by saying, "Will grow anywhere." In most cases, however, the hardness factor is omitted from the copy.

The minimum points which should be mentioned in any criteria of good

advertising copy for nursery stock would seem to be mention of the age and size of the plants; whether collected or nursery-grown; use of accepted common names, and, also, if not hardy in all the territory covered by the advertisements, some statement in regard to this factor.

There may be other items that might be listed as criteria of good copy, and if so, these also could be listed.

## Packing Standards

In "shopping" advertisements this past spring, it is obvious to the experienced mail-order nurserymen that many plants being shipped had little possibility of arriving in viable condition. They were packed without any moist packing material about the roots, and in many cases they must have been dead before shipment, as they certainly did not have an opportunity to survive transit conditions. The A. A. N. might adopt as minimum packing standards for nursery stock being shipped through the mails or via express to consumers that the roots be wrapped in moist packing material, such as excelsior, sphagnum moss, peat moss, etc., and that the whole be wrapped in waterproof paper.

## Advertising Review Board

A proposal has been submitted that the A. A. N. appoint an advertising review board composed of 60 or more members, which would be broken up into small panels of three, representing various trade territories. For example, one panel would scan the ads in newspapers and magazines in the trade territory of Boston, another New York, another Philadelphia, another panel for Washington, another panel for Chicago, St. Louis, Seattle, Portland, San Francisco, Los Angeles, etc. These panels, in scanning current ads, would call to the attention of some central office the misleading and false character in statements of ads which they noted. The central office could then direct a letter to the advertiser, indicating that, in the view of the advertising review board of the A. A. N., this particular ad appearing in this particular medium was deficient in certain respects and bordered upon misleading and false copy. It is felt that the constant scanning of ads and procedure as outlined above would be quite effective in eliminating from various

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## Nurserymen Tell How and Why Sales and Production Seminars

In recognition of an increasingly popular trend in educational techniques, the American Association of Nurserymen devoted its educational day to two seminars, one on sales management problems and the other on production management prob-



Willard M. Bond

lems. In a seminar there are no set speeches; discussion originates entirely from the floor, with a moderator serving only to coordinate and stimulate it.

The morning seminar of July 15, on sales management problems, found Willard M. Bond, Bay State Nurseries, North Abington, Mass., in the moderator's chair. Mr. Bond opened the program with the subject of guarantees, which he announced had been the topic most requested by nurserymen in answers to questionnaires which had been sent out prior to the meeting.

J. J. Porter, of Salt Lake City, Utah, opened the discussion by stating his opposition to guarantees of any kind. He contended that nurserymen produce their plant materials to live and not to die and that the inclusion of a guarantee infers that there is a strong possibility that the stock will not live. He stated that proper adjustments can be made in the case of stock failure without the necessity of supplying a written guarantee.

Curt Meyer, of Hackettstown, N. J., stated that he offers no guarantees on over-the-counter sales, but that he does grant a 1-year guarantee on material which he plants. Peter Cascio, West Hartford, Conn.,

stated that he has operated with and without guarantees during his business experience. He seemed to feel that a guarantee which ran 60 days and offered replacement of material at one-half price plus the cost of labor, was reasonable, but he hastened to point out that in many cases sales are made to those who he knows will misuse the stock so that it is dangerous to offer a guarantee in such cases. He stated that he often has replaced plants that did not survive without being asked to do so.

Herman Berg, of Iron Mountain, Mich., expressed the belief that a guarantee should be a flexible instrument. He pointed out that in certain cases he had replaced stock completely free of charge in order to satisfy a good customer; he would want to do this, he said, regardless of what type of guarantee might have been in effect.

A general floor discussion followed, during which numerous suggestions were made. One nurseryman proposed the issuance of insurance policies whereby customers would be charged a certain percentage of the cost of their order for guarantees to run for specified periods of time. Another nurseryman stated that on over-the-counter business he offered a replacement guarantee at one-half the original price, whereas business done through outside salesmen carries a full replacement guarantee; the cost, however, of stock purchased from outside salesmen is 50 per cent higher than that sold over the counter.

### Washington Guarantee

A nurseryman from the state of Washington spoke of the guarantee which was promulgated by the Washington state association. In this guarantee a replacement of defective materials at one-half price is provided for, but the operation of the guarantee is contingent upon proper care having been given the plant. Instructions for good care are included with each plant purchased.

Mr. Porter concluded the discussion on this subject by stating his belief that guarantees on nursery stock represent a negative policy. He urged a positive policy in which the plants are represented as being good until proved otherwise. When complaints do arise, he suggested that the nursery firm send out its own personnel

to aid in solving the consumer's problem.

The subject of markups, which was the next topic for discussion, brought forth a number of conflicting statements and opinions. A nurseryman from the St. Louis area



Richard R. Bloss, Jr.

frankly stated that he charges all that he thinks the market will stand, and that this is about three times wholesale cost for most plants and five times wholesale cost for certain shrubs and vines. These prices, he added, do not include planting. Mr. Porter then joined the discussion and stated that at Salt Lake City the maximum markup is two and one-half times on cash-and-carry business. He felt that in its competition with other industries the nursery industry is in danger of pricing itself out of the market if its retail prices are too high. He added that he would prefer to have a large volume at a smaller markup than to have a larger markup and a smaller volume. Other nurserymen stated that their retail prices were about double the wholesale cost, and that any freight costs involved were also doubled when figuring the retail prices.

Another nurseryman commented that the markup in any given area depends to a great extent on what the competition is doing. For the sake of financial stability, it was pointed out that it is important for nurserymen to know their overhead costs and to reflect them in the markup. Peter Cascio stated that after he arrives at a retail selling

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# N.L.N.A. Plans Membership Expansion

The National Landscape Nurserymen's Association, at its meeting in the Hotel Statler, Detroit, July 15, voted to amend its constitution and bylaws to remove the requirement that members of the N. L. N. A. must first be members of the American Association of Nurserymen. Harold E. Hunziker, Niles, Mich., chairman of the committee for revision of the constitution and bylaws, reported to the membership that a joint meeting had been held between the executive committee of the N. L. N. A. and the board of directors of the A. A. N. and that the action had been agreed upon as a means of expanding the membership of the landscape association.

Charles A. Armstrong, Capital Nursery Co., Sacramento, Calif., was elected president of the landscape nurserymen's group. Homer K. Dodge, Landscape Service Co., Framingham, Mass., was elected vice-president. In addition, the following members of the executive committee were elected:

Region 2, Dan Gardiner, Boone Gardiner Nurseries, Louisville, Ky.; region 4, Walter Christianson, Christianson Landscape Service, Fargo, N. D.; region 6, Jack Evans, Evans & Reeves Nurseries, Inc., Los Angeles, Calif.

Allan D. Dalsimer, Dalsimer, Inc., Cedarhurst, N. Y., was elected to the executive committee from region 1 to take the place of Homer K. Dodge, who was elevated to the vice-presidency. In addition to the above, Louis Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky., the retiring president, was elected an executive committeeman at large.

The meeting was opened with an address by President Louis Hillenmeyer, most of which was devoted to thanking officers and committee members for their fine work. He remarked that it was hoped greatly to increase the present membership of approximately 150 by the proposed changes in the bylaws described above.

Secretary Lloyd Platt said that next year it was hoped that arrangements could be made whereby the N. L. N. A. meeting and the A. A. N. educational day would not run concurrently, as was the case this year, so that members might have the benefit of attending both meetings.

Mr. Platt displayed a map showing distribution of membership over the country. Most of the members

are in the east and midwest. With the change in the bylaws, he said, other groups, such as the California Landscape Contractors' Association, would urge their members to join the N. L. N. A., too. A bigger association would require and support a part-time paid secretary and, eventually, a full-time paid secretary, he believed.

## Contemporary Design

Most houses are fifteen years out of date when their construction is just completed, and the landscaping around them is even more obsolete, said D. Newton Glick, of the department of landscape architecture and urban planning, Michigan State College, East Lansing, in a talk on "Contemporary Design for Residential Properties." Further, piecemeal landscape planting after the house is built results in inconveniences.

Residential property is divided into three areas—the approach, the outdoor living area and the work area. Formerly the approach was all-important, but today the garage,

kitchen and utility area are often at the front and sides of the house, while the living area is in the rear. Today the homeowner wants his parking area, garage or car port next to his house with a short driveway to the street; he no longer desires a long driveway to a hidden garage, a driveway too often lined with choice plants on which snow will be shoveled in the winter.

Plants are only a part of the contemporary landscape design. There is a trend to less actual grass lawn area and masses of plants. Specimen plants, ground covers and paved areas have become more important. Mr. Glick said nurseries do not offer a good enough selection of specimens. Their increasing use should be welcomed by landscape nurserymen, since many such plants can be planted at a time when more planting work would keep crews occupied in the off season. Mr. Glick cautioned, however, that the tremendous variation of plant materials available was no excuse for the mis-

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## Model Fruit Garden for Detroit's Children



Agnes Lynch, Detroit schoolgirl, left, foreground, accepts basket of fruit representing varieties included in the model fruit garden presented to the school children of Detroit by the American Association of Nurserymen. Right, foreground, Robert M. Hobbs, president of Fruit Tree Growers Association, makes the presentation at the city's nursery in Rouge park. Peter Cascio, right, background, new president of the A. A. N., looks on with Mrs. Paul Preuthun, chairman of the home and school division, 20th Century Club.

## A. A. N.'s Social Events

Many delightful social and recreational activities claimed the interest of those attending the A. A. N. convention. These diversions contributed much to the enjoyment of the event.

### Fun at "Jalopy" Room

One of the highlights of the convention's entertainment program was the "Jalopy" room, as the social activities room was termed this year. The room was open Sunday, Monday and Tuesday evenings and drew considerable crowds each of those nights. Music and dancing were featured on each of the three evenings, while Monday night, officially known as "Michigan Night," also saw some excellent entertainment.

The principal decorations in the room consisted of cleverly painted murals which were hung on all of the walls. The main poster depicted the imaginary nursery of J. A. Lopy, an A. A. N. member and dealer in used cars and nursery stock. As pictured, Mr. Lopy's enterprise was a curious combination of antique automobiles and nursery stock, and, we hope, bore no resemblance to any operating nursery enterprise. Flanking the main poster were caricatures of several of the leading nurseries in the Michigan area, all combining the nursery and automobile theme in keeping with the nature of the de-toured area and the name of the room. Firms selected for caricatures included Greening Nursery Co., Em-long's Nurseries, Farmington Gardens Nursery, Newport Nursery Co., Arthur L. Watson Nursery, Pontiac Nursery Co. and Ilgenfritz Nursery, Inc.

One of the principal attractions of the "Jalopy" room was a lavishly spread buffet installed in an ante-room, a contribution of the Michigan state department of agriculture. Here the revelers could obtain delicious meat, cheese or fish snacks and fruit punches to keep the inner man satisfied while enjoying the music and entertainment. Also, other beverages were provided for the hardier souls.

### The Banquet

The annual banquet Wednesday evening climaxed the week's social activities. The tremendous attendance overflowed the Statler's Grand ballroom, and several of the auxiliary rooms on the ballroom floor had to be used to accommodate all of those who wished to participate.

The highlight of the banquet this year was the presentation of the Norman Jay Colman award for distinguished service to horticulture. The award, presented by H. B. Tukey, Michigan State College, went this year for the second time to Dr. Donald Wyman, for his book "Trees for American Gardens."

Past presidents of the American Association of Nurserymen occupied places of honor at the head table and were introduced to the membership. Those present included James I.E. Ilgenfritz, Howard C. Taylor, J. A. Armstrong, Arthur H. Hill, J. Frank Sneed, Frank S. LaBar, Edwin J. Stark, Avery H. Steinmetz, Owen G. Wood, Edward L. Baker, Miles W. Bryant, Paul C. Stark, John Fraser, Jr.; William Flemer, Jr.; M. R. Cashman, Lloyd C. Stark, and Wayne Ferris.

Also introduced was President-elect Peter J. Cascio.

After the food had been consumed, the tables were removed from the Grand ballroom and those who had eaten in the auxiliary rooms were admitted for the entertainment and dancing which followed.

### Ladies' Activities

A reception and tea Sunday afternoon, July 13, gave the ladies attending the A. A. N. convention opportunity to renew friendships and make new friends. Mrs. Harry Mal-

ter was chairman of this charming affair. In the receiving line were Mrs. Walter Coon, chairman of the ladies' committee; Mrs. John Wight, wife of the A. A. N. president; Mrs. R. P. White, wife of the A. A. N. executive secretary; Mrs. B. J. Manahan, wife of the convention committee chairman; Mrs. James Ilgenfritz, Mrs. Arthur Watson and Mrs. Charles Greening.

Tuesday noon, July 15, the ladies' auxiliary held its annual luncheon meeting at the War Memorial building. Following a summer luncheon Mrs. Walter Coon, president, conducted a business meeting, first in-

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### CONVENTION EXHIBITORS

Educational and trade exhibits played a major part in the 77th convention of the American Association of Nurserymen. The educational exhibits, set up under the direction of Harold Davidson, of Michigan State College, were placed just outside the Grand ballroom at the Hotel Statler and attracted a great deal of attention. This exhibit, devoted to the scientific side of horticulture, provided a worth-while stopping place for nurserymen on their way in or out of meetings and other events.

The trade exhibits were well-attended and contained a representative cross section of the nursery and supply industry. Among the trade exhibitors were the following:

Charles Adair; American Agricultural Chemical Co.; Andrews Nursery Co.; Bartlett Manufacturing Co.; Cloverset Flower Farm; John Bean Co.; Ross Daniels, Inc.; Dow Chemical Co.; Felins Tying Machine Corp.; Harry Ferguson, Inc.; Gray, Inc.; Great Western Bag Co.; Greening Nursery Co.; Gresham's Nursery; Growers Exchange, Inc.; D. Hill Nursery Co.; Howard Rotavator Co.; Hunt's Northwoods Nursery; Ilgenfritz Nurseries, Inc.; Jiffy Balling Co.; J-M Trading Corp.; Krieger's Wholesale Nurseries; Menno S. Mennes Nurseries.

Also Monsanto Chemical Co.; National Bundle Tyer Co.; Nott Manufacturing Co.; Patio Wood Products; Premier Peat Moss Corp.; Rapid-Gro Corp.; Rosedale Nurseries; Roto-ette Sales & Service; Roto-Hoe & Sprayer Co.; Science Products; Siebenthaler Co.; Stanward Metal Products; Stoffel Seals Corp.; Tension Envelope Corp.; Vaughan's Seed Co.; WhiteShowers, Inc.; Wigle Hoe Division, Auto Specialties Manufacturing Co.; Wil-Ferd McI-Dale Nurseries; F. H. Woodruff & Sons Co.; York Modern Corp.



Thirteen-year-old Margaret Anne Coolcy, of Detroit, presenting to John Wight, president, American Association of Nurserymen, a certificate of appreciation from the Girl Scouts of Detroit and of the U. S. A. for the "Plant America" conservation movement and the model garden at Rouge park, presented by the association to the Detroit board of education.

## Allied Groups Meet at Detroit

### MAIL-ORDER BREAKFAST

An 8 a. m. breakfast for the National Mail Order Nurserymen's Association brought together 37 members, July 17. President Howard N. Scarff presided at the meeting which followed. Secretary Harold J. Timmons gave a brief report of the eastern regional meeting of mail-order nurserymen held in June at Atlantic City, N. J., and announced that next year's eastern meeting would probably be at Philadelphia in June.

From the increasing amount of misleading advertising of nursery stock it has become evident that something must be done to police this advertising. Therefore, most of the meeting was devoted to discussing the nursery industry's need to set up its own code of fair trade practices before rules are imposed by the federal trade commission. Tom Kyle, chairman of the A. A. N. special committee on fair trade practices, reported on the matter as it was to come up at a session of the A. A. N. board of governors later that morning, which session is reported elsewhere in this issue.

The mail-order group decided to appoint a committee to draft a set of recommended minimum standards regarding size, grade, description, nomenclature, etc., to which advertising of nursery stock should adhere. It was also in favor of supporting a proposal that \$500 be appropriated by the A. A. N. to finance the "shopping" of nursery advertising. It would order stock from advertisements in magazines and newspapers and on radio and television, photograph the stock received and record other data on its size and condition. The mail-order group decided that the individuals in it should



James Doty, Doty & Doerner, Inc., Portland, Ore., right, presents an engraved wrist watch on behalf of the Baby Ramblers to Lloyd C. Stark, Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., in recognition of his services to the nursery industry.

"shop" their competitors and thus check on the advertising within their own branch of the industry.

Kimball Andrews and George Rose described the program plans for the annual meeting of the National Mail Order Nurserymen's Association, which are announced elsewhere in this issue.

### BABY RAMBLERS

James Doty, Doty & Doerner, Inc., Portland, Ore., was elected president of the Baby Ramblers at the organization's annual meeting, July 14. Other officers elected were vice-president, Paul Stark, Jr., Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., and secretary-treasurer, Charles Greening, Greening Nursery Co., Monroe, Mich.

The Baby Ramblers presented their award this year for outstanding service to the nursery industry to Lloyd C. Stark, Stark Bros. Nurseries & Orchards Co., Louisiana, Mo., as pictured above.

The annual party rounded out the convention activities of the organization.

### PROTECTIVE MEETING

At a large and active breakfast meeting, July 15, at the Hotel Statler, Detroit, the American Nurserymen's Protective Association elected James Doty, Doty & Doerner, Inc., Portland, Ore., as its new president. John W. Kelly, Kelly Bros., Dansville, N. Y., was elected vice-president, and Albert F. Meehan, Albert

F. Meehan Co., Dresher, Pa., was renamed to the post of secretary-treasurer.

Newly elected directors include J. Frank Sneed, Sneed Nursery Co., Oklahoma City, Okla.; Edward L. Baker, Baker Bros., Fort Worth, Tex., and C. Bert Miller, Milton Nursery Co., Milton, Ore. Holdover directors include William Flemer III, Princeton Nurseries, Princeton, N. J.; Henry Homer Chase, Chase Nursery Co., Chase, Ala.; A. W. Krieger, Krieger's Wholesale Nursery, Bridgman, Mich., and George Welch, Mount Arbor Nurseries, Shenandoah, Ia.

### ASSOCIATION SECRETARIES

The annual meeting of the Nursery Association Secretaries was held at a breakfast meeting on Tuesday morning, July 15, with secretaries of nineteen state and regional associations, also Richard P. White and Curtis H. Porterfield, of the Washington office of the American Association of Nurserymen. President Bernard Ward, secretary of the Michigan Association of Nurserymen, presided over a strictly informal discussion, which lasted throughout the morning, of a number of items of special interest to the secretaries.

Secretary Richard P. White of the A. A. N. discussed the secretaries' manual, of which 58 copies have now been distributed. A new chapter on "Code Activities of Nursery Associations" is practically completed. A chapter on "Parliamentary Pro-

## Convention Notes

cedure" is in its first draft, and some thought has been given to a chapter on what items should be included in the constitution and bylaws of nursery associations. It was also suggested that a check list should be included in the manual, covering details which should be straightened out in preparing for meetings.

Curtis H. Porterfield, administrative assistant of the Washington office, showed a set of slides which, together with an accompanying sound track, is being prepared for presentation of A. A. N. membership propaganda at state and regional meetings.

Considerable time was given to the discussion of legislative problems now confronting the various state associations, including the taxation of growing nursery stock as personal property, a matter which is still confronting the nurserymen of some states. Also discussed as of paramount importance was the necessity of fighting for favorable court decisions on several zoning cases which had recently come up in Massachusetts, in Indiana and on Long Island. Since no court cases covering the particular zoning problems of nurserymen have as yet been decided by the upper courts, any final decisions in these cases will undoubtedly serve as precedence for future court action.

Officers elected for 1952-53 were: President, Paul Hofmann, of the Maryland Nurserymen's Association; vice-president, Elmer Merz, of the California Association of Nurserymen, and secretary-treasurer, Frank Turner, of the Ohio Nurserymen's Association.

### A. A. R. S. MEETS

At the annual meeting of All-America Rose Selections, at the Hotel Statler, Detroit, Albert B. Morris, Germain's, Inc., Van Nuys, Calif., was re-elected to the presidency. Others elected include Sidney B. Hutton, Conard-Pyle Co., West Grove, Pa., vice-president, and W. Ray Hastings, who continues as executive-secretary and treasurer.

Directors of the organization include the above officers with the exception of the vice-president; the immediate past president, Eugene S. Borner, Jackson & Perkins Co., Newark, N. Y.; L. A. Dean, Arp Nursery Co., Tyler, Tex.; C. H. Perkins, Jackson & Perkins Co., Newark, N. Y.; J. A. Armstrong, Armstrong Nurseries, Ontario, Calif.; George Welch, Mount Arbor Nurseries, Shenandoah, Ia., and

[Continued on page 66]

Baskets filled with Michigan-grown fresh cherries, a bottle of maraschino cherries and a bag of dried navy beans were delivered to the room of each A. A. N. convention registrant with the compliments of the Michigan department of agriculture. Napkins in the baskets were imprinted with the department's crest and greetings to the convention, as well as a list of some of the state's food products and the associations and companies which supplied the products. The department also supplied fresh Michigan fruit for the luncheon and banquet tables and maintained a well-stocked buffet table at all of the evening entertainment sessions so that hungry nurserymen could partake of the delicious products of this great agricultural state.

John A. Armstrong, Jr., Armstrong Nurseries, Ontario, Calif., brought his bride of two weeks, the former Marian Hansen, of Claremont, Calif., to the convention.

Mary Tuite, assistant to Howard Quadland, A. A. N. public relations director, met Peter E. Costich, of Hicks' Nurseries, Westbury, L. I., N. Y., while working on a story for A. A. N. publicity and on June 7 of this year became Mrs. Costich.

Absent for the first time in over 25 years was Mrs. Marie Murphy, sister of V. J. Vanicek, Rhode Island Nurseries, Newport, R. I. She was in Hawaii visiting her daughter and son-in-law.

After graduating from the naval school of music at Washington, D. C., Douglas O. Taylor, son of R. R. Taylor, Greer Nursery, Greer, S. C., was assigned to the U. S. S. Newport News and spent the spring months in the Mediterranean area. He is now in the navy band at the naval air station at Memphis. After two more years of navy service, he will rejoin his father in the nursery business. Another son, William Thomas Taylor, graduated from high school in June as a 3-letter man in sports and will enter Davidson College in September on a football scholarship.

Bruce Vanderbrook, son of Mr. and Mrs. Louis C. Vanderbrook, Vanderbrook Nurseries, Inc., Manchester, Conn., was married May 10 to Laura Burns, daughter of Mr. and Mrs. Guy T. Burns, Skokie, Ill. They are residing at Portsmouth, Va., while Bruce is attached to the U. S. S. Missouri at Norfolk, Va., as electronics technician third-class.

Mr. and Mrs. C. B. (Bert) Miller, Milton Nursery Co., Milton, Ore., qualify as champion convention visitors, since they attended the Republican national convention at Chicago before moving on to Detroit to participate in the A. A. N. meetings.

Special gavels to be added to the A. A. N. collection were presented during the Detroit convention. From Michigan came a gavel made from the wood of one of the trees under which the Republican party was established in 1854 at Jackson, Mich. Another gavel, presented by Dave Petrie, of Idaho, was made from apricot wood from what is said to be the oldest fruit orchard in the Pacific northwest. The orchard in question was established around 1837 in Idaho.

Landscape enthusiasts who were preparing to participate in the landscape tour Sunday afternoon, July 13, were delayed the better part of an hour in getting started, because the buses supplying the transportation failed to arrive at the Statler. When it was officially explained that the buses had become lost, Californian Ray Hartman was moved to comment that the drivers must have been recruited from his state. It is reported that Walter Coon, chairman of the transportation committee, has sworn never to ride another bus as long as he lives.

Dr. L. C. Chadwick, department of horticulture, Ohio State University, and Mrs. Chadwick will spend the month of August in Europe. While over there, Dr. Chadwick will attend the 1-week International Horticultural Congress, to be held September 8 to 15 at the Royal Horticultural Society Hall, London, England.

William A. Natorp, president of W. A. Natorp Co., Cincinnati, O., flew to Europe this spring. He toured the Continent by automobile, visiting France, Belgium, Holland, Germany and Switzerland. While in England, he took in the famed Chelsea flower show.

Joan A. Cascio, daughter of Mr. and Mrs. Peter J. Cascio, the Peter Cascio Nursery, West Hartford, Conn., received the degree of bachelor of landscape architecture from the graduate school of landscape architecture, University of Massachusetts, Amherst. Her father, the new A. A. N. president, is now employing her in his landscape nursery business.



# Varied Program at Michigan Conference

By F. L. O'Rourke

The sixth annual nursery and landscape management conference was held on Thursday and Friday, July 10 and 11, at Michigan State College, East Lansing, Mich. This year the new continuing education building, Kellogg Center, was used for both housing and meeting sessions. There were 166 registrants, mainly from Michigan, but Ohio, Wisconsin and Illinois were also represented.

The sessions opened Thursday morning with an address of welcome by Dr. Roy Marshall, assistant director of the Michigan agriculture experiment station. Dr. Marshall gave a brief survey of the horticulture research program now being conducted at Michigan State College and stated that, even though a number of the projects were not actually earmarked as nursery and landscape work, the findings would be applicable to the industry as well as to other phases of horticulture.

Dr. H. B. Tukey, head of the department of horticulture, mentioned the tremendous importance of the nursery and landscape industry to society in general, particularly in regard to restfulness and calm, serene living conditions that accrue as a result of proper landscape plantings.

Calvin Kappes, president of the Nursery and Landscape Management Forum, a group composed of students majoring in nursery management, presented a number of books on nursery and landscape subjects to the department of horticulture, to be used by the students and faculty in teaching and for reference. Dr. Tukey accepted the books on behalf of the college.

## Researchers Report

The remainder of the morning was devoted to brief presentations of new developments in various fields by research workers in each particular phase of science. Prof. Ray Janes, extension specialist in entomology, stressed the importance of knowing the insects which attack plants which you are growing or maintaining. Mr. Janes grouped the insects into three categories—leaf-feeding insects, which must be controlled directly; boring insects, which are controlled mainly by preventive measures, and scale insects, which are directly controlled by suitable sprays.

It is important that one know the insecticide which one commonly

uses, and it is better to know how one insecticide will affect both insects and plants than to use a number of different ones with which both insect and plant response are unknown. Mr. Janes stated that continued use of DDT tended to build up mite population and other substances, such as Parathion, must be used in conjunction with DDT for mite control. He also emphasized the fact that Parathion and TEPP are dangerous to humans and that certain precautions should be taken. In general, wettable powders are to be preferred to emulsions and liquids containing the same effective insecticidal substances.

F. C. Strong, professor of plant pathology, gave a resume of the status of the Dutch elm disease in Michigan and stated that positive findings had been made in the Flint, Ann Arbor, Brighton and Monroe areas. Sanitation programs, in which dead and infected trees are removed and burned, are under way in various cities of the state where the Dutch elm disease has been found. A new laboratory technique is now being used to determine positive findings more quickly—within a matter of days. Identification culture work is now being done by the department of botany at Michigan

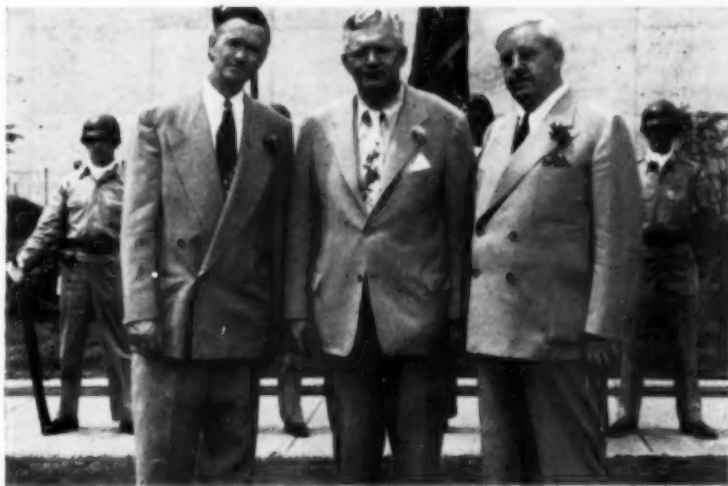
State College. The material must be in a living condition and should contain the brown streaks characteristic of the disease organism. No cultures can be made from dead material. Living twigs from one-half inch to one inch in diameter are preferred. Professor Strong spoke briefly on the sycamore anthracnose and stated that nurserymen should discard small trees which show unusual susceptibility while in the nursery row and plant only the ones of high resistance.

Dr. B. H. Grigsby, of the department of botany, told of new developments in the field of chemical weed control. He particularly stressed the value of pre-emergence control practices in which the weeds were killed before the crop seeds germinated. This practice is particularly valuable where perennials are grown. He emphasized the use of separate sprayers for weed control substances and insecticides.

Dr. C. L. Hamner briefly explained the mechanism or the action of growth regulators in plants and showed how certain plant physiological research work just completed at the college may have practical value in the nursery and landscape field.

The work with the East Malling  
(Continued on page 82)

## Rose Garden Presented to City of Detroit



Prominent figures at the presentation to the city of Detroit of an All-America rose garden. Left to right, Albert B. Morris, president of All-America Rose Selections; Charles G. Oakman and, Detroit city councilman, and Vaughan Reid, president of the Detroit department of parks and the recreation commission. The presentation, on Monday, July 14, was made at Detroit's War Memorial building grounds as part of the convention activities.



**Pointers on  
Propagation**

# • Propagating Structures

*By James S. Wells*

A grower came to see me the other day to ask my advice on establishing a propagating unit on his nursery. We naturally came to the discussion of propagating structures and covered the ground fairly completely. Propagating structures are, of course, as numerous and diverse as human ingenuity can make them. The simplest propagating structure is probably the "upturned jam jar" beneath which the keen amateur strikes a few cuttings, while at the other extreme is the complex modern propagating house complete with automatic heat, ventilation and humidifying controls and a well-designed layout of benches to provide the maximum use of the space. Somewhere between these two extremes lies the sash house. It is my considered opinion that the simplest sash house has so many advantages over all other types of houses that it is the obvious choice for the average propagator. Some advantages which immediately come to mind are these.

## Sash House Advantages

1. It is the simplest type of propagating house and is relatively easy to construct. Any normally handy person can attempt to put up a house of this kind himself, for there are no complex sections which call for anything more than the most elementary knowledge of carpentry and plumbing.
2. It is the cheapest type of house to construct. The cost of covering

each square foot of propagating space is less in a sash house than in any other type.

3. It is the cheapest type of house to heat, and one can more easily obtain complete control over heat in both bench and air than in larger houses. This is due to the fact that the normal sash house is built into the ground instead of on it, and this low construction, with consequent reduction of wind resistance plus the natural insulation of the ground, greatly decreases heating costs.

4. It is easy to operate, and, if it is properly planned in conjunction with neighboring houses, labor costs involved in operation can be reduced to an absolute minimum.

5. The first house can start as a small section, which can be extended as necessary until you have a large propagating house, and this in turn can be added to until you have a range of three or four houses operating as a unit and heated from one system.

Except only for highly specialized types of growing such as orchids or flowering pot plants, I cannot see that the more complex and much more costly houses give anything that the well-constructed sash house cannot give just as well and at much less cost. I would go so far as to say that for the normal nurseryman, who is interested in propagating a fairly wide variety of evergreens from cuttings plus a moderate number from grafts, this is the only type of house

that he needs. We have on our nursery seven sash houses and three houses of the conventional type, and we have consistently found that there is no operation in plant propagation which cannot be carried out just as successfully in the simple sash houses as in the more complex span propagating houses. We regularly use our sash houses for grafting of all kinds, and for cuttings we use them in preference to the larger houses because it is so much easier to control heat and humidity. This is almost solely caused by the fact that the span houses have a much larger air space above the benches, and, as should be obvious, it is much easier to maintain a high degree of humidity in a low narrow house than in a high broad one. Bottom heat control, ventilation, accessibility of plants through the sash and ease with which rooting media can be changed in the same way, all make this type of house of real economic value. The sash house is, in reality, a span-type wooden frame built over a wide trench in the ground upon which conventional coldframe sash, 4x6 feet, are fixed.

## Locating the Houses

In locating these houses, or any house for that matter, two points are important. 1. The ground must be level. If it is not exactly level, then it must be made so. 2. If possible, the houses should be constructed to run from north to south. This is desirable to provide the best possible distribution of light. It is not, however, completely essential. I have seen many houses built on the side of a hill running east to west, and in fact to all points of the compass, but north to south is preferable.

Given the level site, then a trench has to be dug to the length of the house approximately 12 feet wide and three feet deep. Inside this trench the base of the house will be constructed. The final over-all width inside will be 10 feet, and therefore the two outside walls can be constructed from cinder blocks to provide this inside width. These are built up from the floor, on which a 6-inch concrete base has previously been laid, and are brought up one course above the ground level.

On top of this wall is fixed a wooden base, and runners are then erected at 4-foot intervals from this board to



Showing the Details of Internal Construction of the Standard Sash House.

[Continued on page 79]

# New Jersey Nurserymen Initiate Cooperation with Landscape Architects

By R. P. Korbobo, Secretary N. J. N. A.

A milestone was reached in relations between the nursery industry in New Jersey and professional landscape architects of the Philadelphia and New York chapters of the American Society of Landscape Architects, at Pennington, N. J., June 25.

Spearheaded by William Howe, Jr., Pennington, an outdoor picnic meeting was cosponsored by Howe Nurseries and the New Jersey Association of Nurserymen.

It is a commonly accepted opinion (not well-founded, however) that the professional landscape architect looks down his nose at the nursery industry and also that the industry as a group thinks of the landscape architects as people who live, dream and work in "ivory towers." Naturally, this never was entirely true, it is not now and never should be true. Many of our more progressive nurserymen understand this situation. They do not like it and sincerely want to improve the relationships. The New Jersey meeting was a steppingstone to better understanding between the two groups.

## How Meeting Originated

This unusual meeting had its actual birth last February, when the New York chapter of the A. S. L. A. invited William Howe, Jr., to speak at one of its meetings. The members were interested in the work Howe Nurseries had been doing with summer planting of nursery stock. At that time the landscape architects were invited by Mr. Howe to be guests of his firm and the New Jersey Association of Nurserymen during the hot summer days to see such out-of-season plantings being executed for actual jobs. The members of the Philadelphia chapter of the A. S. L. A. were included in the invitation.

Aside from the fact that a full day of educational activity was on the program, it still would have been a highly successful meeting simply on the strength that the two groups did get together and enjoy good-fellowship.

First on the day's program was a demonstration by Wallace Mitchelltree, associate extension specialist in soils, and Herbert C. Nikola, research assistant in soils, both of Rutgers

University, New Brunswick, on the application of soil conditioners.

One of the most important things that everybody there learned was the fact that proper application of the material is more complicated than the eye is led to believe in the advertisements. The soil had actually been worked over with a Roto-Hoe the day before the demonstration was to be put on. This is necessary, since, if the soil is damp, the ground should be worked over first and then allowed to become completely air dry. On the day of the meeting the soil was dry, and the powdered form of a soil conditioner was spread. Then the soil was again turned over to a depth of six inches. Mr. Mitchelltree informed Mr. Howe that he should wait for a rain to soak the soil well, and then, after it dries out, it should again be broken up.

The rest of the morning's program was taken up with demonstrations of cultivating, shearing of nursery stock, root pruning and digging of nursery stock. A display of sundry pieces of mechanized equipment drew much attention.

Howard C. Taylor, Rosedale Nurseries, East View, N. Y., was there with the equipment that he

uses to spray plants when they are moved in summer. Demonstrations showed the use of this material.

A pink dogwood nearly 20 feet in height was dug with a soil ball as for a summer planting job. The dogwood was tied up, and a specially prepared light burlap covering was placed around the crown of the tree to prevent wind burning during transportation. This covering is not just an ordinary burlap wrapping, but huge sections of it arranged with large snap fasteners so that any size covering can be made simply by the addition of any number of sections of burlap.

Other plants, such as locust trees and rugosa roses, had been prepared for summer planting, also. The roses were put in cardboard containers many months ago during ideal digging weather and kept in a cool house until that week, when they were used on a job.

Albert Flemer, of F. & F. Nurseries, Springfield, N. J., then took the gathering to a display of various Japanese hollies to show the effects of proper selection compared to Japanese hollies grown from seeds. Plants that were propagated from

[Continued on page 76.]



Demonstrating the proper methods of application of soil conditioners at the New Jersey meeting are, left to right, Wallace Mitchelltree, specialist in soils, Rutgers University, New Brunswick; Richard Guthridge, president of the New York chapter, American Society of Landscape Architects; Robert G. Campbell, secretary of the Philadelphia chapter of the A. S. L. A.; Vincent Cerasi, program chairman; William Wells, president, New Jersey Association of Nurserymen; William P. Howe, Jr., host, and Herbert Nikola (kneeling), research assistant in soils, Rutgers University.

# South Carolina Meets at Clemson

By Margaret F. Higdon

The handsomely landscaped buildings of Clemson College with a background of distant mountains formed the setting of the South Carolina Nurserymen's Association convention, held June 12 to 14. The meeting itself was held in Clemson House, Clemson, a beautiful, modern hotel located on the college campus. Each room of this guest house, besides being fitted to provide every comfort, is equipped with a large picture window through which one can obtain a view of the green lawns, peach groves and pastures that make up the college campus.

Elections for 1952-53 officers were held at this meeting. The slate presented by the nominating committee was chosen unanimously. President for the coming year is Dwight Cain, Spartanburg Landscape Co., Spartanburg; vice-president is C. Norwood Hastie, Jr., Magnolia Gardens & Nurseries, Charleston; Mrs. George Segelken, Summerville Floral Nursery, Summerville, is the new secretary-treasurer, and the new members of the executive committee are J. W. Parks and Robert Marvin.

The convention activities began with a get-together after dinner Thursday evening, spiced with greetings of friends and the exchange of "news from home." Everyone, it seemed, was glad to be there.

Friday morning, the 13th, the official program of the convention got under way without mishap, despite the ominous promise of the

date. The ladies who were present for the convention and cared not for the business session were entertained on a tour. Interesting points included the John C. Calhoun mansion, the Hanover house and the Textile Mill store.

President F. J. (Jack) Aichele, Jr., called the meeting to order promptly, and the invocation was given, followed by an address of welcome to the group by the head of the Clemson College department of horticulture, Prof. A. M. Musser.

The following committee chairmen were appointed: Auditing, J. W. Parks; nominating, Steve Stephenson; resolutions, Mrs. Margaret Higdon.

## President Gives Address

After the secretary, Mrs. George Segelken, presented her fine report, Mr. Aichele gave his presidential address. He reviewed the history of this "not so old organization," pointing out that it started with just a small handful of people, and, overcoming its hazards and growing by its successes, it has grown to a number representative of the major part of the nursery population in South Carolina. He said it is well on its feet and promises a brilliant future. He planted most of the credit on the first officers, who, he said, are responsible for the establishment of its success in the short time of five years.

In reiterating the activities of the

association for the past year, he told of its "Plant America" progress. "Plant America" projects were demonstrated in Orangeburg county and at Charleston, while the groundwork was laid for future projects in other parts of the state. He explained in detail the project at Charleston. Six of the local nurserymen, in cooperation with the chamber of commerce, staged a "blitz" planting of a new house. There was a big publicity campaign, and at the appointed time a large crowd was on hand for the event. There were news reporters and photographers, as well as an "on the spot" radio program featuring interviews with the nurserymen and narration of the operations. The entire planting, from shade trees to lawn seeding, was completed in exactly 12½ minutes. Mr. Aichele added that the association cooperated with the South Carolina Camellia Society in staging its annual fall show at Columbia last November and also helped it in the establishment of a camellia test garden at Clemson College by donating plants.

He went on to say that a most important achievement was made for the association in connection with the South Carolina sales and use tax act. He met with the sales tax commission and managed, after much contention, to eliminate the tax to nurserymen on materials used.

## Another Major Achievement

Another major achievement was the inauguration of a plan to secure scientific help for nurserymen in this state by employing two horticultural men at Clemson College to work on nursery problems and to give full-time service in nursery aid. The college enthusiastically approved this idea. Such service has proved highly beneficial and profitable in all other southern states. In order to accomplish the move the association must survey the total nursery dollar value in South Carolina and be prepared to substantiate the request when it is presented to Congress. He urged that each member contact his legislative delegation and impress on it the urgency and the necessity of passing a bill to include these two men in the Clemson College budget. Mr. Aichele concluded his address with the plea that everyone strive singly and collectively to carry out this worth-while project. President



The president steps down: A ceremony at the convention of the South Carolina Nurserymen's Association. Left to right are F. J. Aichele, Jr., retiring president; Dwight Cain, president for 1952-53; C. Norwood Hastie, Jr., the new vice-president, and Mrs. George Segelken, newly elected secretary-treasurer.

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Armstrong Compact Pfitzer  
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Ilex rotundifolia  
Ilex latifolia and convexa  
Ilex glabra

### TREES

Silver Maple  
Sugar Maple  
Japanese Red Maple, Grafted  
Schwedler Maple  
Green Ash  
London Plane  
Thornless Honey Locust  
Magnolia nigra  
Poplars, Transplanted  
Mountain Ash  
Flowering Crabs

### SHRUBS

Azalea mollis hybrids  
Truehedge Columnberry  
Flowering Quince  
Deutzia gracilis  
Euonymus alatus & compactus  
Forsythia spectabilis  
Hypericum kalmianum  
Honeysuckle  
Regel Privet

Salix purpurea nana  
Spiraea Anthony Waterer  
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| 2000 <i>Abies fraseri</i> , 4-yr. T., 3 to 5 ins.                    | \$0.10           | \$0.00            | 2000 <i>Deutzia gracilis</i> , 1-yr. C.                              | \$0.08           |                   |
| 225 <i>Abies fraseri</i> , 5-yr. T., 4 to 9 ins.                     | .12              | .10               | 1000 <i>Deutzia lemoinei</i> , 1-yr. C.                              | .08              |                   |
| 2000 <i>Abies balsamea</i> , 2-yr. S., 3 to 6 ins.                   | .06              | .04½              | 7500 <i>Elaeagnus angustifolia</i> , 1-yr. S.                        | .05              | \$0.04            |
| 400 <i>Acanthopanax pentaphyllum</i> , 2-yr. T., 9 to 12 ins.        | .06              |                   | 1100 <i>Euonymus radicans</i> , 2-yr. TT.                            | .35              | .30               |
| 5000 <i>Acer palmatum</i> , Tr. understocks.                         | .15              | .15               | 500 <i>Euonymus radicans carrieri</i> , 2-yr. T.                     | .35              | .30               |
| 3000 <i>Acer palmatum atropurpureum</i> , Tr. Sdlgs.                 |                  |                   | 675 <i>Euonymus radicans coloratus</i> , 2-yr. T.                    | .35              | .30               |
| 500 Tr. Sdlgs., 12 to 15 ins.  | 1.00             |                   | 1000 <i>Euonymus radicans coloratus</i> , TT., 10 to 12 ins.         | .40              | .35               |
| 1000 Pot grafts  | .75              |                   | 500 <i>Euonymus rad. variegatus</i> , 2-yr. TT.                      | .35              | .30               |
| 1500 <i>Acer platanoides</i> , 1-yr. S.                              | .07              | .06               | 1000 <i>Euonymus rad. variegatus</i> , TT., 8 to 10 ins.             | .40              | .35               |
| 5000 <i>Althaea</i> , 1-yr. S.                                       | .04½             | .03½              | 6000 <i>Euonymus rad. variegatus</i> , 2-yr. T.                      | .50              | .25               |
| 10,500 <i>Ampelopsis veitchii</i> , 1-yr. S.                         | .05½             | .04½              | 2500 <i>Exochorda grandiflora</i> , 1-yr. S.                         | .05              | .04               |
| 10,000 <i>Ampelopsis veitchii</i> , 2-yr. T.                         | .25              | .24               | 5000 <i>Hydrangea A.G.</i> , 1-yr. l.o.                              | .07              | .06½              |
| 1000 <i>Aristochia siphon</i> , 1-yr. T.                             | .25              |                   | 3000 <i>Hydrangea A.G.</i> , 1-yr. T., 12 to 18 ins.                 | .15              | .14               |
| 1000 <i>Azalea amoena</i> , 1-yr. T.                                 | .25              |                   | Hydrangea P.G., 1-yr. T., 6 to 9 ins.                                | .15              |                   |
| 2000 <i>Azalea mollis</i> , 2-yr. T.                                 | .25              | .20               | 10,000 <i>Ilex verticillata</i> , 1-yr. S.                           | .06              | .05               |
| 1000 3-yr. T., 6 to 9 ins.   | .30              |                   | 3000 <i>Juniperus chin. pfitzeriana</i> , 2-yr. T., 4 to 6 ins.      | .35              | .32½              |
| 1200 3-yr. T., 9 to 12 ins.  | .40              |                   | 2000 <i>Juniperus glauca hetzi</i> , 2-yr. T., 6 to 8 ins.           | .35              | .32               |
| 1000 3-yr. T., 12 to 15 ins.   | .50              |                   | 1000 <i>Juniperus com. hibernica</i> , 1-yr. T.                      | .15              | .14               |
| 2000 <i>Azalea ledifolia alba</i> , 1-yr. T.                         | .25              |                   | 1000 2-yr. T.  | .20              | .19               |
| 5000 <i>Berberis thunbergii</i> , 2-yr. S., 6 to 9 ins.              | .05              | .04               | 300 3-yr. T., 6 to 12 ins.   | .25              | .22               |
| 5000 2-yr. S., 9 to 12 ins.  | .06              | .05               | 1000 TT., 18 to 24 ins.  | .45              | .40               |
| 2000 2-yr. S., 12 to 15 ins.   | .07              | .06               | 1000 <i>Juniperus com. aurea</i> , TT., 18 to 24 ins.                | .45              | .40               |
| 10,000 2-yr. T.  | .08½             | .07½              | 2000 <i>Juniperus depressa plumosa</i> , T., 6 to 8 ins.             | .35              | .30               |
| 25,000 <i>Berberis thunbergii atropurpurea</i> , 1-yr. S.            | .05              | .04½              | 10,000 <i>Juniperus virginiana</i> , 2-yr. S., 4 to 7 ins.           | .06              | .05               |
| 8000 <i>Berberis thun. atro. nana</i> (Crimson Pigmy),<br>2½-in. pot | .25              | .22½              | 1000 <i>Juniperus horizontalis glauca</i> ,<br>2-yr. T., 6 to 8 ins. | .35              |                   |
| 5000 <i>Buxus suffruticosa</i> , T., 4 to 6 ins.                     | .20              |                   | 5000 <i>Juniperus virginiana</i> , pot grafts                        | .45              | .42½              |
| 1000 <i>Buxus suffruticosa</i> , T., 6 to 8 ins.                     | .27½             |                   | Good assortment of varieties   | .45              |                   |
| 7000 <i>Celastrus scandens</i> , 1-yr. S.                            | .04½             | .04               | 2000 <i>Koeleria paniculata</i> , 1-yr. S.                           | .07              | .06               |
| 700 <i>Celastrus scandens</i> , 2-yr. S.                             | .06              | .05               | 5000 <i>Larix decidua</i> , 2-yr. S., 3 to 6 ins.                    | .04              | .03               |
| 5000 <i>Cercis chinensis</i> , 1-yr. S.                              | .05              | .04               | 1000 <i>Ligustrum ibota</i> , 1-yr. T., 9 to 12 ins.                 | .07              | .06               |
| 200 <i>Chamaecyparis filifera</i> , 2-yr. T., 8 to 12 ins.           | .25              |                   | 1000 <i>Mahonia aquifolium</i> , 1-yr. T., 6 to 9 ins.               | .25              | .22½              |
| 80 <i>Chamaecyparis filifera</i> , 3-yr. T., 9 to 16 ins.            | .30              |                   | 5000 <i>Myrica pensylvanica</i> , 1-yr. S., 6 to 8 ins.              | .08              | .07½              |
| 2000 <i>Chamaecyparis obtusa</i> , 3-yr. S., 2 to 5 ins.             | .04              | .03               | 1000 <i>Magnolia soulangeana</i> , 1-yr. T., 12 to 18 ins.           | .75              |                   |
| 1000 <i>Chamaecyparis obtusa</i> , 3-yr. T., 3 to 7 ins.             | .06              | .05               | 1500 <i>Magnolia soulangeana</i> , 1-yr. T., 18 to 24 ins.           | 1.00             |                   |
| 2000 <i>Chamaecyparis plumosa</i> , 1-yr. T.                         | .15              | .14               | 800 <i>Magnolia soulangeana nigra</i> ,<br>1-yr. T., 12 to 18 ins.   | .75              |                   |
| 1500 2-yr. T.  | .25              | .24               | 1000 <i>Magnolia stellata</i> , 1-yr. T., 9 to 12 ins.               | 1.00             |                   |
| 125 3-yr. T., 9 to 15 ins.   | .30              |                   | 10,000 <i>Picea canadensis alba</i> , 2-yr. S., 3 to 7 ins.          | .04              | .03               |
| 2500 <i>Chamaecyparis plumosa aurea</i> , 1-yr. T.                   | .15              | .14               | 5000 3-yr. S., 4 to 5 ins.   | .05              | .04               |
| 2000 <i>Chamaecyparis plumosa aurea</i> , 2-yr. T.                   | .25              | .24               | 10,000 3-yr. T., 2 to 4 ins.   | .07              | .05               |
| 4000 <i>Cornus amomum</i> , 1-yr. S.                                 | .05              | .04½              | 5000 4-yr. T., 6 to 10 ins.  | .11              | .10               |
| 40,000 <i>Cornus florida</i> , 1-yr. S.                              | .05              | .04               | 15,000 <i>Picea excelsa</i> , 3-yr. S., 3 to 7 ins.                  | .04              | .03½              |
| 1500 <i>Cornus florida</i> , 2-yr. S.                                | .08½             | .07½              | 4000 3-yr. T., 3 to 5 ins.   | .10              | .09               |
| 4000 <i>Cornus mas</i> , 1-yr. S.                                    | .06              | .05               | 2000 4-yr. T., 6 to 12 ins.  | .12              | .10               |
| 500 <i>Cornus kousa</i> , 1-yr. S.                                   | .05½             | .04½              | 5000 Tr. understocks   | .08              | .07½              |
| 10,000 <i>Crataegus nycanantha</i> , 1-yr. S.                        | .05              | .04               | 3000 TT., 12 to 15 ins.  | .30              | .25               |
| 15,000 <i>Cydonia japonica</i> , 1-yr. S.                            | .04½             | .03½              | 5000 <i>Picea morhei</i> , pot grafts                                | 1.00             | 1.00              |
| 4000 <i>Cydonia japonica</i> , 2-yr. T.                              | .08½             | .07½              | 15,000 <i>Picea pungens</i> , 3-yr. S., 2 to 4 ins.                  | .06              | .05               |
|  |                  |                   | 5000 4-yr. T., 3 to 7 ins.   | .12              | .10               |
|  |                  |                   | 2000 5-yr. T., 5 to 9 ins.   | .14              | .12               |

Aichele was cheered for his address and commended for his splendid accomplishments as head of the association.

## A. A. N. Representative Speaks

"What the American Association of Nurserymen Is Doing for Nurserymen" was interestingly illustrated and narrated by Curtis Porterfield, A. A. N. administrative assistant. It would take volumes to print the account of its usefulness to nurserymen, and only by being a member of its organization and partaking of its advantages can one fully realize the importance of this association.

After Mr. Porterfield's address, which was a confirmation to some and a revelation to others, there followed a period of open discussion. Business problems and various motions were presented to be thought about and acted on at the final business period on Saturday.

Immediately following the morning session a meeting of the South Carolina chapter of the A. A. N. was held, with President R. B. Taylor presiding. Mr. Taylor and Mrs. Margaret Higdon were re-elected president and secretary, respectively, and Norwood Hastie is the carry-over delegate to the national convention. A membership drive was planned,

and it promises success, following the grapevine relay of Mr. Porterfield's informative address on A. A. N. activities.

Luncheon was enjoyed in a lovely private dining room of the Clemson House. It was beautifully served and skillfully prepared, enough to delight even a connoisseur.

Just after lunch the nurserymen met and had their "beauty struck" on the front lawn of the Clemson House, by the official photographer. From there they went to the rear of the hotel where cars were waiting to form the motorcade for the afternoon tour. That excursion was a story in itself, for it included a guided trip around the Clemson campus and horticultural grounds, the insectary and the peach orchards. Then there followed a pest control program and demonstration by members of the entomology and plant pathology departments of the college.

## Cocktails and Annual Banquet

No matter how interesting or educational the business and study sessions are, a little fun and relaxation must be included to round out the program, and keep Jack from becoming a dull boy; so, according to prescription, a dose of this was ad-

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If you placed your order for LINING-OUT STOCK this spring too late to receive all of it, then please note our FALL, 1952, Price List will be ready early in October. If there are any special items you are interested in, send us your list around August 1, and we will be glad to tell you what we hope to supply.

THOMAS B. MEEHAN CO., INC.  
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# 1952, and SPRING, 1953

|  | Each     | Each      |   | Each     | Each      |
|--|----------|-----------|---|----------|-----------|
|  | 100 rate | 1000 rate |   | 100 rate | 1000 rate |
| 15,000 <i>Pieris japonica</i> , 1-yr. T.                   | \$0.15   | \$0.14    | 3000 <i>Sorbus aucuparia</i> , 1-yr. S.                       | \$0.06   | \$0.05    |
| 10,000 2-yr. TT.   | .30      | .25       | 500 Whips, 3 to 4 ft.   | .50      | ...       |
| 5000 3-yr. TT.   | .40      | .35       | 500 Whips, 4 to 5 ft.   | .75      | ...       |
| 10,000 <i>Pinus densiflora</i> , 3-yr. S., 9 to 16 ins.    | .03      | .02½      | 300 Whips, 5 to 6 ft.   | .90      | ...       |
| 3000 3-yr. T., 4 to 7 ins.                                 | .06      | .04       | 2000 <i>Spiraea Anthony Waterer</i> , 1-yr., 6 to 9 ins.      | .10      | .06       |
| 2000 4-yr. T., 10 to 20 ins.                               | .08      | .06       | 1500 <i>Spiraea froebeli</i> , 1-yr., 6 to 9 ins.             | .09      | .08       |
| 4000 <i>Pinus mughus</i> , 3-yr. T., 2 to 4 ins.           | .10      | .09       | 1000 <i>Spiraea froebeli</i> , 1-yr., 9 to 12 ins.            | .12      | .10       |
| 5000 4-yr. T., 3 to 6 ins.                                 | .15      | .12       | 8000 <i>Styrax japonica</i> , 1-yr. S.                        | .10      | .09       |
| 1000 5-yr. T., 4 to 8 ins.                                 | .20      | .18       | 1500 <i>Symplocos paniculata</i> , 1-yr. S.                   | .08      | .07½      |
| 2000 <i>Pinus nigra</i> (austriaca), 2-yr. S., 2 to 4 ins. | .04      | .03       | 200 <i>Symphoricarpos molle</i> , T., 9 to 12 ins.            | .07      | .06       |
| 5000 3-yr. S., 6 to 12 ins.                                | .06      | .05       | 800 <i>Symphoricarpos racemosus</i> , T., 9 to 12 ins.        | .06      | .05       |
| 2000 2-yr. T.  | .10      | .09       | 5000 <i>Syringa vulgaris</i> , 1-yr. S.                       | .06      | .05       |
| 500 4-yr. T., 6 to 12 ins.                                 | .15      | .12       | 700 <i>Syringa vulgaris</i> , T., 9 to 12 ins.                | .10      | ...       |
| 10,000 <i>Pinus strobus</i> , 2-yr. S., 2 to 5 ins.        | .04      | .03       | 800 <i>Taxus baccata fastigiata</i> , 3-yr. T., 5 to 10 ins.  | .30      | .25       |
| 50,000 3-yr. S., 4 to 10 ins.                              | .05      | .04½      | 100 <i>Spiraea</i> , 6-yr. TT., 12 to 15 ins.                 | .75      | ...       |
| 10,000 2-yr. T., 3 to 7 ins.                               | .09      | .08       | 100 6-yr. TT., 15 to 18 ins.                                  | 1.00     | ...       |
| 4000 5-yr. T., 6 to 12 ins.                                | .12      | .10       | 100 6-yr. TT., 18 to 24 ins.                                  | 1.40     | ...       |
| 10,000 <i>Pinus sylvestris</i> , 3-yr. S., 8 to 16 ins.    | .05      | .04½      | 1000 <i>Taxus baccata repandens</i> , 2-yr. T.                | .30      | ...       |
| 5000 2-yr. T.  | .10      | .09       | 1500 <i>Taxus capitata columnaris</i> (Adams strain),         | ...      | ...       |
| 500 4-yr. T., 8 to 18 ins.                                 | .12      | .10       | 4-yr. TT.   | .50      | .45       |
| 10,000 <i>Pinus thunbergii</i> , 2-yr. S., 3 to 6 ins.     | .05      | .04       | 1000 <i>Taxus capitata columnaris</i> (Adams strain),         | ...      | ...       |
| 200 <i>Prunus amano-gawa</i> , 1-yr. Whips, 2 to 3 ft.     | .50      | ...       | 5-yr. TT.   | .60      | .55       |
| 300 <i>Prunus amano-gawa</i> , 1-yr. Whips, 3 to 4 ft.     | .75      | ...       | 2000 <i>Taxus cuspidata</i> , 1-yr. T.                        | .20      | .17½      |
| 500 <i>Prunus kwan-zan</i> , 1-yr. Whips, 2 to 3 ft.       | .50      | ...       | 2000 2-yr. T.   | .30      | .25       |
| 500 <i>Prunus kwan-zan</i> , 1-yr. Whips, 3 to 4 ft.       | .75      | ...       | 300 3-yr. T., 6 to 12 ins.                                    | .40      | ...       |
| 5000 <i>Pseudotsuga douglasii</i> , 2-yr. S., 2 to 4 ins.  | .04      | .03½      | 500 No. 2, 3-yr. T., 6 to 12 ins.                             | .40      | ...       |
| 4000 3-yr. T., 3 to 5 ins.                                 | .12      | .10       | 200 No. 3, 3-yr. T., 8 to 10 ins.                             | .40      | ...       |
| 10,000 4-yr. T., 4 to 9 ins.                               | .15      | .12       | 500 <i>Taxus cuspidata andersoni</i> , 3-yr. T., 6 to 12 ins. | .40      | ...       |
| 2000 <i>Pyracantha cocc. lalandi</i> , T., 8 to 12 ins.    | .15      | ...       | 300 <i>Taxus cuspidata bakeri</i> , 3-yr. T., 6 to 12 ins.    | .40      | ...       |
| 5000 <i>Rhododendron hybrid</i> sdgls., 2-yr. TT.          | .30      | .25       | 2000 <i>Taxus cuspidata browni</i> , 2-yr. T.                 | .30      | .27½      |
| 10,000 <i>Rhododendron</i> hybrids, pot grafts,            | ...      | ...       | 2000 <i>Taxus cuspidata browni</i> , 4-yr. TT.                | .50      | .45       |
| named (all red), varieties.                                | .90      | ...       | 10,000 <i>Taxus cuspidata capitata</i> , 1-yr. S.             | .05      | .04       |
| named (75% red), varieties.                                | .75      | ...       | 2000 2-yr. S.   | .12      | .11       |
| 100 <i>Rhodotypos kerrioides</i> , 1-yr., 6 to 9 ins.      | .10      | .09       | 5000 (S.), 3-yr. T., 3 to 6 ins.                              | .35      | .30       |
| 3500 <i>Rosa rugosa</i> (mixed), 1-yr. S.                  | .06      | .05       | 10,000 (S.), 4-yr. T., 4 to 9 ins.                            | .45      | .40       |
| 1000 <i>Salix blanda</i> , 1-yr. C., 3 to 4 ft.            | .20      | ...       | 5000 (Ctgs.), 3-yr. T., 4 to 6 ins.                           | .30      | .25       |
| 1000 <i>Salix Niole</i> , 1-yr. C., 3 to 4 ft.             | .20      | ...       | 5000 (Ctgs.), 4-yr. T., 6 to 8 ins.                           | .40      | .35       |

Please note—All pot grafts will be ready for shipment early May, 1953, at proper time.

All the above is grown by our best growers of lining-out material. All F.O.B. shipping points, packing additional at cost. Usual terms to trade accounts. The above is listed subject to prior sale and subject to usual trade terms as mentioned in our trade lists.

For other liners, see our ad on page 24

## E. D. ROBINSON SALES AGENCY

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ministered from 5 to 7 p. m. at a cocktail party in the hotel penthouse. From this roof garden there was nothing to mar the view of the scenic panorama of the countryside. Upon call, the party retired to the spacious and beautiful Sabre room on the ground floor for the association's fifth annual banquet.

The head table was adorned, not only by the lovely centerpiece made by Mrs. Helen Nelson, but also by the association's official family and several noted guests. In addition to the South Carolina association officers were John B. Wight, president of the A. A. N.; A. S. (Ollie) Gresham, president of the Southern Nurserymen's Association; Mrs. Gresham and their daughter, Ann, and Mr. Porterfield, from the A. A. N.

When the entree was served, eyes beamed at the magnitude of the roast beef. There was barely room on the plate for all the trimmings. It looked appealing, but the taste surpassed all expectations. The dessert caused some speculation; however, it was delicious; so what it was did not matter so much except to know for what to ask when bribing the cook. Curiosity was satisfied when the word got around that it was rum pie, Clemson style.

During dinner several vocal selec-

## GROWING 500 ACRES of a

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Introducers of: *Juniperus glauca hetzi*  
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Grapevines, 1 and 2 years old

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Red Raspberries, No. 1 and Transplant Grades

Grown in the heart of Erie County, New York,  
one of the largest small fruit sections in the world.

# CHOICE LINERS FOR FALL, 1952 and SPRING, 1953

|   | Each<br>100 rate | Each<br>1000 rate |   | Each<br>100 rate | Each<br>1000 rate |
|---|------------------|-------------------|---|------------------|-------------------|
| 400 <i>Taxus cuspidata columnaris</i> ,<br>2-yr. T., 5 to 9 ins.    | \$.35            | ...               | 1000 <i>Thuja occ. douglasii pyramidalis</i> ,<br>2-yr. T., 5 to 9 ins. | \$.30            | \$.25             |
| 100 TT., 9 to 12 ins.   | .60              | ...               | 700 <i>Thuja occ. elegantissima</i> , 2-yr. T., 5 to 9 ins.             | .30              | .25               |
| 100 6-yr. TT., 12 to 15 ins.  | .75              | ...               | 350 <i>Thuja occ. lutea</i> , 2-yr. T., 4 to 7 ins.                     | .25              | .25               |
| 100 6-yr. TT., 15 to 18 ins.  | 1.00             | ...               | 5000 <i>Thuja occ. nigra</i> , 2-yr. T.                                 | .30              | .25               |
| 100 6-yr. TT., 18 to 24 ins.  | 1.40             | ...               | 1500 3-yr. TT.  | .70              | .60               |
| 2500 <i>Taxus cuspidata nana</i> , 2-yr. TT.                        | .30              | \$.27½            | 1000 TT., 12 to 15 ins.   | .60              | .50               |
| 400 <i>Taxus cuspidata nana erecta</i> , 3-yr. T.                   | ...              | ...               | 5000 2-yr. S., 2 to 4 ins.  | .04              | .03               |
| 100 <i>Taxus cuspidata nana erecta</i> , TT., 9 to 12 ins.          | .35              | ...               | 3000 2-yr. T., 6 to 16 ins.   | .35              | .30               |
| 100 6-yr. TT., 12 to 15 ins.  | .75              | ...               | 2000 <i>Thuja occ. pumila</i> (Little Gem), T., 6 to 8 ins.             | .35              | .30               |
| 100 6-yr. TT., 15 to 18 ins.  | 1.00             | ...               | 1000 <i>Thuja occ. pyramidalis</i> , 2-yr. T., 5 to 9 ins.              | .30              | .25               |
| 2000 <i>Taxus intermedia</i> (spreading), 2-yr. T.                  | .30              | .27½              | 1000 Pot grafts   | .45              | .42½              |
| 100 <i>Taxus intermedia</i> (upright),<br>6-yr. TT., 9 to 12 ins.   | .75              | ...               | 1000 TT., 12 to 15 ins.   | .50              | .45               |
| 100 6-yr. TT., 12 to 15 ins.  | .85              | ...               | 2000 2-yr. Grafts   | .70              | .60               |
| 150 6-yr. TT., 15 to 18 ins.  | 1.10             | ...               | 2000 <i>Thuja occ. recurva nana</i> , 2-yr. T., 4 to 8 ins.             | .35              | .30               |
| 150 6-yr. TT., 18 to 24 ins.  | 1.50             | ...               | 1000 <i>Thuja occ. recurva nana</i> , TT., 10 to 12 ins.                | .50              | .45               |
| 5000 <i>Taxus media</i> (Holloran strain), 2-yr. T.                 | .30              | .25               | 300 <i>Thuja occ. rosenthalii</i> , 2-yr. T., 4 to 8 ins.               | .30              | .25               |
| 3000 3-yr. T.   | .40              | .35               | 800 <i>Thuja occ. wareana</i> , 2-yr. T., 5 to 9 ins.                   | .30              | .25               |
| 1800 5-yr. TT.  | .60              | .50               | 1000 TT., 8 to 10 ins.  | .45              | .40               |
| 700 6-yr. TT.   | 1.00             | ...               | 1000 TT., 10 to 12 ins.   | .50              | .45               |
| 5000 <i>Taxus media hatfieldi</i> , 2-yr. T.                        | .30              | .25               | 300 <i>Thuja occ. wareana plicata</i> , 2-yr. T., 4 to 9 ins.           | .30              | .25               |
| 2000 4-yr. TT.  | .50              | .45               | 400 <i>Thuja occ. woodwardii</i> , 2-yr. T., 5 to 9 ins.                | .30              | .25               |
| 2500 5-yr. TT.  | .60              | .55               | 1000 TT., 8 to 10 ins.  | .45              | .40               |
| 1500 <i>Taxus media henryi</i> (spreading), 2-yr. T.                | .35              | .30               | 1200 TT., 10 to 12 ins.   | .50              | .45               |
| 5000 <i>Taxus media hicksii</i> , 1-yr. T.                          | .20              | .17½              | 3000 <i>Thuja orientalis</i> sdgls., 6 to 16 ins.                       | .04              | .03½              |
| 4000 2-yr. T.   | .30              | .25               | 1500 <i>Thuja orientalis</i> (Biotia), 2-yr. Grafts.                    | .60              | .50               |
| 2000 4-yr. TT.  | .50              | .45               | 4000 <i>Tsuga canadensis</i> , 2-yr. T., 4 to 8 ins.                    | .25              | .20               |
| 100 <i>Taxus media hicksii</i> , 6-yr. TT., 9 to 12 ins.            | .60              | ...               | 5000 T., 5 to 10 ins.   | .30              | .25               |
| 100 6-yr. TT., 12 to 15 ins.  | .75              | ...               | 2000 TT., 10 to 12 ins.   | .45              | .40               |
| 150 6-yr. TT., 15 to 18 ins.  | 1.00             | ...               | 2800 TT., 12 to 15 ins.   | .60              | .50               |
| 150 6-yr. TT., 18 to 24 ins.  | 1.40             | ...               | 1100 TT., 15 to 18 ins.   | .75              | .70               |
| 1500 <i>Taxus media microphylla</i> , 2-yr. T.                      | .30              | .25               | 500 <i>Viburnum parviflorum</i> , TT., 2 to 3 ft.                       | .50              | .45               |
| 2000 <i>Taxus media Moon's columnaris</i> , 2-yr. T.                | .30              | .25               | 1000 <i>Viburnum burkwoodii</i> , Pot grafts.                           | .45              | .40               |
| 1000 4-yr. TT.  | .50              | .45               | 1500 <i>Viburnum carlesii</i> , Pot grafts.                             | .45              | .40               |
| 1500 5-yr. TT.  | .55              | .50               | 1000 <i>Viburnum chenaultii</i> , Pot grafts.                           | .50              | .45               |
| 400 <i>Taxus media wiesleyana</i> , 3-yr. T., 4 to 8 ins.           | .40              | ...               | 20,000 <i>Viburnum dilatatum</i> , 1-yr. S.                             | .08              | .07               |
| 400 <i>Thuja occidentalis</i> , 2-yr. T., 5 to 10 ins.              | .25              | ...               | 1000 <i>Viburnum juddii</i> , Pot grafts.                               | .60              | .50               |
| 400 <i>Thuja occ. (Hrubaker strain)</i> ,<br>2-yr., 4 to 8 ins.     | .40              | ...               | 300 <i>Viburnum molle</i> , 1-yr. S., 6 to 9 ins.                       | .08              | .07               |
| 350 <i>Thuja occ. compacta</i> , 2-yr. T., 5 to 9 ins.              | .30              | ...               | 6000 <i>Viburnum nudum</i> , 1-yr. S.                                   | .05              | .04               |
| 1000 <i>Thuja occ. columbiana</i> , TT., 12 to 15 ins.              | .60              | .50               | 2000 <i>Viburnum setigerum</i> , 1-yr. S.                               | .15              | .12½              |
| 1000 <i>Thuja occ. columbiana</i> , TT., 15 to 18 ins.              | .75              | ...               | 250 <i>Viburnum tomentosum</i> , 1-yr. S., 6 to 9 ins.                  | .20              | .15               |
| 500 <i>Thuja occ. douglasii pyramidalis</i> ,<br>TT., 15 to 18 ins. | .70              | .60               | 800 <i>Weigela Eva Rathke</i> , T., 6 to 9 ins.                         | .10              | .10               |
|   |                  |                   | 1000 <i>Weigela Eva Rathke</i> , 1-yr. T., 12 to 18 ins.                | .15              | .15               |
|   |                  |                   | 1000 <i>Weigela rosea</i> , 1-yr. T., 12 to 18 ins.                     | .15              | .15               |
|   |                  |                   | 3000 <i>Wistaria sinensis</i> , 1-yr. S.                                | .04½             | .03½              |

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tions were rendered by Miss Tapp, accompanied at the piano by Mrs. R. B. Taylor. The songs were appreciably received, and applause brought her back for more.

President Aichele started the program after dinner by welcoming guests and members and then recognizing the past presidents in the order of their service. They were all present: John T. Bregger, Steve Stephenson and John Brailsford. He then introduced the past secretary, Mrs. Margaret Higdon, and the present secretary, Mrs. George Segelken. He commended these past officers for their fine work and then introduced the master of ceremonies for the evening, Curtis Nelson, who then touched off the stream of laughter that lasted most of the evening. There is no doubt that he knew many more wisecracks and jokes, but he had to call a halt when it came time for the dance.

The highlight of the evening was a floor show staged by a troupe of clog dancers who called themselves, not hillbillies, but "Mountain-Williams," and the dance they did was something to see. There were eight couples dressed appropriately for their dance routine. They went through a most complicated and exacting square dance routine, and each

dancer finally wound up with his own partner. How they did it no one knows. It just goes to show you that something is quicker than the eye. It was fascinating to watch them. The dance can only be described by comparing it to bubbles of water on a hot grill, sputtering up and down. The dancers wore taps on their shoes and clattered out a rhythm to match the perfect tempo of the string band. After resting awhile, they were called back to repeat the performance. One lady was especially interested in what would happen to the floor. She said that she was remodeling her home, and, if this floor stood up under that treatment, she was ready to buy.

The troupe of entertainers displayed other talents, too, for among them were an expert ventriloquist, an apparently boneless acrobatic dancer and a boy imitator portraying an overly intoxicated man.

The finale of the evening featured John Brailsford with a rendition of "The Possum Hunt," accompanied by the dog howls of his partner, Jim Sprott.

### Saturday's Session

Saturday morning introduced a series of most informative lectures  
[Continued on page 70.]



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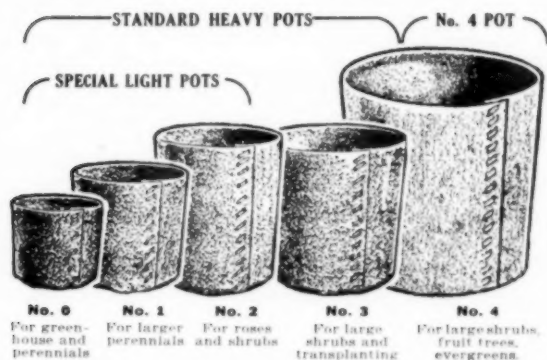
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# Plant Notes Here and There

By C. W. Wood

Putting together an inquiry on what *Veronica grandiflora* means, a letter from a friend in England and a brief experience with a few seeds of a speedwell collected by a GI acquaintance in the Aleutian islands during World War II, I hope to say a little something about this little-known speedwell.

In the first place, I do not find it mentioned in any of the reference books at my disposal. My English friend tells me its natural range extends from the Kurile islands, north of Japan, through Kamchatka and the islands in the Bering sea to the Aleutians. Be that as it may, it seems to be restricted even in its restricted range, and material from the damp, foggy Aleutians is hard to manage in the dry atmosphere of northern Michigan—so difficult in fact that I kept it going only three years. If our inquirer or anyone else interested in a good speedwell could get seeds from the drier parts of its range—say from the Kuriles, which news reports tell us have been taken over by the Russians—he would no doubt have no more trouble than he has with the *V. teucrium* forms which are popular in all perennial nurseries. He would then have a lovely little speedwell, with small spikes on the order of the plant generally known as *V. prostrata*, a form of *V. teucrium*, but of a darker shade than any *teucrium* that I know and decidedly larger in flower size.

## Arabis Billardieri

There is so much confusion in the naming of *Arabis albidia* and its forms in gardens and nurseries that I do not care to get myself involved in a lengthy discussion of the subject. It might be well to point out, however, that despite the frequent occurrence of the name *A. alpina* in plant lists, I have yet to see a plant of *alpina* in a nursery, material so labeled always turning out to be *A. albidia*. The latter is, as you no doubt know, a desirable spring bloomer, and the double-flowered form is even more so. They are both widespread in this country, so need no further comment here. But the subject of this paragraph, *A. billardieri*, which is said by some authorities on Asian plants (type *albidia* comes from the Caucasus and our present plant from Lebanon, according to the floras) to be a form of *albidia*, seems scarcely known at all.

None of the good pink arabises that I have grown has the ironclad constitution of type *albidia* and its double form. The species of *A. rosea*, from the Abruzzes, gave us a lot of trouble in the spring, and the plant known in the trade as *A. albidia rosea*, whose origin and history I do not know, never was a willing doer for us. On the other hand, *A. billardieri* is almost as easy as the indestructible *albidia*, except that it needs a little more moisture than our summers usually bring. Give it sunshine, good drainage, a lean soil and a little irrigation during long dry periods, and it will reward with an abundance of its rosy-pink cross flowers with deeper centers (little, if any, suggestion of magenta, as one encounters in most pink-flowered arabises) during late March and April. It grows as readily from cuttings as any of the rock cresses.

## Armeria Caespitosa

It is easy to understand, when one considers how reckless the plants are in their morals and how confused the botanists seem to have been in their

interpretations of the names, why the thrifths are so poorly understood in gardens. The pretty little alpine, *Armeria caespitosa*, is a case in point. I have watched for it in gardens and nurseries for years and think that I am safe in saying that, of the scores of plants seen, not more than 10 lots even distantly approximated the true plant and, as I remember it now, only two fitted the botanists' description. That description calls for a densely tufted plant of evergreen, linear leaves, with nearly sessile, small heads of pale lilac to pink flowers, the entire plant not over two inches tall. In practice, the color varies when plants are grown from seeds, running from pale pink (sometimes almost white), through deeper shades to deep rose and lilac-pink.

This variation is as it should be, I suppose, for some gardeners prefer the pale shades, while others would rather have the more vivid colors, and any particular shade may be reproduced by means of division soon after flowering is completed. This same habit of varying color and the ease with which the different kinds

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### Goldflame Honeysuckle

Truly America's most beautiful hardy everblooming plant. Starts blooming same year it is planted. If planted where it gets plenty of sunshine, it will bloom its heart out from early spring to late fall. And such gorgeous color! Flame-coral lined with gold. In the evening the flowers give forth the most delightful fragrance. A Willis introduction.

### Chinese Purple Wistaria

Long clusters of purplish-blue flowers in spring. You can depend upon this wistaria to bloom because it was grown from cuttings taken from blooming wood.

### Tree-form Wistaria

This is our popular blooming strain of purple wistaria grown in tree form. It can be planted individually as lawn specimens or it makes a smashing effect planted in groups. A rich addition to any garden.

### Silver Lace Vine (China Fleecevine)

For quick results there is nothing better. Grows 15 to 20 feet in one season. Use on trellises, arbors, fences, screens and for ground cover. Covered with large foamy sprays of white flowers in late summer.

### Hydrangea Arborescens Grandiflora (Snowhill Hydrangea)

In June and July this shrub produces enormous heads of double white flowers like snowballs. Very showy and useful for foundation planting. Does well in heavy shade where it is difficult to get other shrubs to bloom.

### Hydrangea Peegee

These plants are the Meehan strain, known to be the finest of Peegees. Large conical heads of white flowers, changing slowly into pink, then rose, finally bronze in autumn. Long blooming season, July to October.

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The best of the hardy blue hydrangeas. Blooms on new wood first season. Mass of large flowers nearly all summer.

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**Red.** Deep rich purplish-red. Long blooming season.

**White Cloud.** Compact sprays of pure white flowers.

### Flowering Almond

In early spring before leaves appear, the stems are covered with double, pink, rose-like flowers. Very ornamental. These are own-root plants that will not sucker.

### Weigela Eva Rathke

Deep ruby-red trumpet-shaped flowers in early summer. Long blooming season. An old-timer, but still one of the best.

### Japanese Iris (Iris Kaempferi)

If you don't already list this, it is a pretty safe bet that you will eventually. Among the most beautiful of all irises, yet little known. Admired by all who see it. Blooms in June and July when other irises are through blooming. Large, flat, showy flowers atop tall strong stems—2 to 3 buds to each stem. Flowers bear a remarkable resemblance to orchids.

**Ben Chadai,** mahogany-purple.

**Catherine Parry,** dark blue.

**Kagari-bi,** wine-red.

**Koki-No-Iro,** violet-purple.

**Nomiyi-no-taki,** purplish-red.

**Patrocle,** dark violet.

**Pluton,** mahogany.

**Purple and Gold,** rich purple.

**Rose Anna,** white, red veins.

**Sea Crest,** blue and white.

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intermingle have also been stumbling blocks in the way of propagators who have depended upon seedage in their work and probably account for much of the confusion which exists in gardens.

The blooming season of this little treasure commences here in northern Michigan soon after the snows of winter leave their home bare; fat little buds appear all over the cluster of rosettes with the first few warm days, opening soon into a solid mat of color, extending over a month or more.

This is the only thrift of my acquaintance that is likely to give trouble to the gardener, and then only if he operates on a heavy soil and tries to grow it on level places. On our light sand it does well in any sunny situation; gardeners with stiff clay tell me they have to plant it on a steep slope or crevice in rockwork.

### Eupatorium Aromaticum

Last fall I found a nurseryman who shares my liking for Eupatorium aromaticum and am now encouraged to think that I am not quite so queer as I have long thought. I have tried to reconcile my enthusiasm for the plant and its variety melissoides (sometimes known as *E. fraseri*) with their almost complete absence from gardens by telling myself that a love for native plants in general is the answer, but that does not cover all the points in the situation. In any event, I am glad to share my enthusiasm and hope that it may be at least mildly contagious.

The specific name is not exactly descriptive, according to my nose, neither plant being noticeably aromatic. They are, nevertheless, good plants for both landscape and cut flowers, blooming over the long period from August to October, or until stopped by frost. The flowers are white, in terminal heads. Judged by looks alone, they are perhaps a little less desirable than the white snake-root, *E. urticaefolium*, but their ability to thrive and give a good account of themselves in poor dry soil is greatly in their favor so far as the ordinary garden is concerned. These thoroughworts are so easily increased by division of the stools that other means of propagation are seldom needed.

### Using Pinkroot in the Garden

A few years ago we were driving up the Ohio river's north bank when I noticed a vivid red patch in a shady spot of a beautifully landscaped home. Investigation revealed a large planting of pinkroot and a keen gardener who had worked it out



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Following our inventory we will issue our fall and spring trade list. Are you on our mailing list? Better yet, it would be a privilege to show you our fields of growing stock certified for shipment outside quarantine areas.

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together with many another intriguing planting. I thought at the time, and still think, that the pinkroot planting is one good answer to a problem faced by many gardeners.

Ground covers we have in abundance; low-growing plants of desirable flowering habits are not entirely absent, but plants in the latter class which are much over a foot in height are not plentiful. And tall ground covers, especially if they are colorful of flower, are often needed. That is one reason why our native pinkroot, *Spigelia marilandica*, should be welcomed by gardeners with problems of that nature to solve.

In a rich soil, especially one rich in leaf mold, that is not too dry, pinkroot will attain a stature of two feet, and it is then a beautiful sight in June and July, when it is showing off its spikes of yellow-throated, red, tubular flowers. It grows naturally in woods throughout the eastern and southern states, but it does not need a woodland for its comfort, if moisture is present in sufficient amount. In fact, I have seen the plant giving a splendid account of itself in full sun along the bank of a stream, where a supply of moisture was assured. It grows readily from seeds planted outdoors in autumn.

In the same Ohio garden I found

the celandine poppy, *Stylophorum diphyllum*, used to its best advantage. As usually seen in nature, the plant has a brief blooming period confined to spring; as handled here and in another garden that I have since seen, it has a little more than scattering bloom through the summer and a good crop again in autumn. In both cases, the plants were along the north side of a house in rich soil that did not get dry at any time. Even if one had to turn the hose on them frequently during the summer, they would be worth it.

The reward would commence with lovely foliage, suggestive of the bloodroot, plume poppy and the common celandine of eastern states, both in the way it is cut and in color; in flower, the celandine recalls yet another member of the poppy family, the California poppy. Individual blooms may be as much as two inches across, when they are showy enough in their golden-yellow color embossed with a cluster of orange stamens to attract instant attention, but they are usually not much more than half that size. Its golden-yellow showing in spring at the same time as the Virginia lungwort, *Mertensia virginica*, will suggest something good to garden planners. It comes readily from seeds when available,



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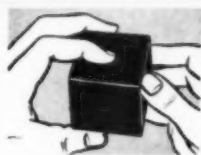
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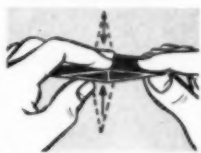
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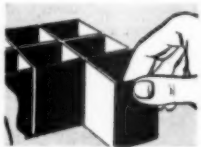
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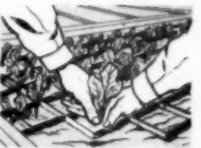
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In cold frames, plunge bands



Transplant in usual manner



**VITA-BAND D** contains root growth until grower chooses to let root through Band. Only quick, slight pressure is needed to crack Band. Then Band disintegrates in the soil, permitting free growth of root from time of transplant. Nutrient-treated with quickly available plant food.

# BIRD VITA-BANDS

## save labor • time • money!

Growers have already been remarkably successful using Vita-Band "10" to aid plant growth from seedling to time of transplant. And now, Bird introduces Vita-Band "D"—identical with Vita-Band "10"—except Vita-Band "10" is removed at time of transplant . . . Vita-Band "D" is not.

For the first time, after two years of growing tests, you can use Vita-Band "D" to speed up your transplanting and eliminate any possibility of transplant-shock. Never before has such growth control been available to growers with so little effort and expense.

No expensive double-handling of heavy pots. Whole flats can be moved to the field for transplanting at one time when you use Bird Vita-Bands. Individual plants are easily removed from the flats for quick transplanting without shock.

Higher net profits result because crop handling is more economical, plants are healthier and mature quicker. Annuals are more easily sold at premium prices. Order from supplier's catalog, or write us direct. Bird & Son, inc., Dept. AN-8, East Walpole, Massachusetts.

## TRANSPLANTING WITH VITA-BAND "D" BY HAND



Place plant in position  
Squeeze rootball to crack band  
Set plant and Vita-Band "D" in place

## USING VITA-BAND "D" WITH TRANSPLANT EQUIPMENT



Transplant equipment  
Squeeze rootball to crack band  
Set plant and Vita-Band "D" in furrow

VITA-BAND "D" is packed 2,000 to the case—except sizes 3" by 3", 4" by 3", and 4" by 4", which are packed 1,000 to the case. Vita-Band 10 is packed 1,000 to the case—except for 4" by 3", and 4" by 4", which are packed 500 to the case.



| PLANT BANDS  | PRICE PER 1000—SIZES IN INCHES |               |       |       |               |       |       |       |
|--------------|--------------------------------|---------------|-------|-------|---------------|-------|-------|-------|
|              | 3 1/2 x 3 1/2                  | 3 1/2 x 3 1/4 | 2 x 2 | 2 x 2 | 2 1/2 x 2 1/2 | 3 x 3 | 4 x 4 | 4 x 4 |
| VITA-BAND D  | 3.75                           | 4.85          | 4.55  | 5.20  | 5.95          | 6.30  | 9.10  | 11.45 |
| VITA-BAND 10 | 3.80                           | 3.90          | 4.40  | 4.90  | 5.85          | 6.75  | 8.85  | 11.30 |

Prices higher in Rocky Mtn., Pacific Coast, Texas and Gulf State areas.

BIRD VITA-BAND • TOM THUMB FLAT • VITA-POTS • RED POTS



**VITA-BAND 10** for short growing periods. Will usually contain root growth up to approximately 8 to 10 weeks. Nutrient-treated with quickly available plant food . . . your judgment determines need for additional feeding. Especially good for annuals and vegetables. Vita-Band "10" should be removed at time of transplant.

## LINING-OUT STOCK

Two-year grafts in:

- Lilacs in choice varieties (true to name)
- Purple Beech, Rivers
- Red Japanese Maple
- Wistaria Rosea (pink)
- Wistaria Chinensis (blue)

One-year grafts in:

- Cotoneaster Multiflora (true)
- Koster Blue Spruce
- Lilacs in choice varieties (true to name)
- Viburnum Carlesii

Two-year transplants in:

- Cotoneaster Divaricata
- Euonymus Vegetus
- Ilex Convexa (cuttings)
- Taxus Brevifolia
- Taxus Cuspidata (spreading)
- Taxus Hatfieldi

One-year transplants in:

- Forsythia Spring Glory (new)
- Juniperus Hetzi
- Magnolia Soulangeana (grown from cuttings)
- Regel's Privet (genuine)

## SALABLE STOCK

DDT-treated to be shipped outside Beetle Area.

**Taxus Cuspidata** (spreading)  
15 to 18 ins. and 18 to 24 ins.

**Taxus Hatfieldi**  
18 to 24 ins.

Ask for complete list on LINERS and FINISHED STOCK. Your inspection is cordially invited at any time.

## C. HOOGENDOORN

Turner Rd. NEWPORT, R. I.

but I am told by observers in the range from Pennsylvania to Wisconsin and southward to Tennessee that it is no longer plentiful in nature.

### Friendly Sandworts

Answering a North Carolina reader's request for a note on three good sandworts for his climate:

*Arenaria balearica* makes broad cushions of bright green moss, rarely over an inch or two high, covered with small white flowers in spring. It is a fine mossy plant for a cool, moist spot, which will cover up a host of sins as well as any frail plants that get in its way. It is good to use in the joints of stone steps and walks in shade. It did well here only when it was given a constant supply of moisture—not boggy but a condition approximating rock garden soil that has a good rain once a week.

*A. verna caespitosa* is another friendly sort, even friendlier than the first-named. It will grow almost anywhere that is not desert-dry, but it burns badly in hot sunshine, so would probably need shade in our correspondent's climate. It spreads into mounds of green moss and in spring has the characteristic white flowers of the family.

If it were more permanent, my choice of all the sandworts would be *A. montana*. That sentence does not suit me, though, for it is not difficult to grow so far as soil and moisture are concerned. What it cannot tolerate is dampness in any form. I have had broad patches (several feet long and a foot or more wide) apparently in the best of health one day, and a day or two of high humidity would lay them low. All one can do is to give the plant sunshine and a perfectly drained soil and hope that dampness does not overtake it. All *arenarias* are easy to grow from seeds, and this one is no exception. It germinates readily and grows apace into broad masses of slender foliage, three or four inches deep, which is smothered under large, white flowers in late spring.

### MICHIGAN BULLETIN

The M. A. N. Bulletin has been launched by the Michigan Association of Nurserymen. As decided at the association's 1952 winter meeting, responsibility for the publication of the bulletin will rest with the vice-president of the group. The vice-president currently is John J. B. Light, Light's Tree Co., Richland, Mich. Working in cooperation with Mr. Light in the publication of the bulletin is Dwight Hitchcock, who is also with Light's Tree Co.

## LANDSCAPE-SIZE SHRUBS

| <i>Clethra alnifolia</i>    | Per 10  | Per 100  |
|-----------------------------|---------|----------|
| 18 to 24 ins.               | \$ 3.50 | \$ 30.00 |
| 2 to 3 ft.                  | 5.00    | 40.00    |
| <i>Ilex verticillata</i>    |         |          |
| 2 to 3 ft.                  | 5.00    | 40.00    |
| 3 to 4 ft.                  | 6.00    | 50.00    |
| <i>Viburnum cassinoides</i> |         |          |
| 2 to 3 ft.                  | 5.00    | 40.00    |
| <i>Viburnum dentatum</i>    |         |          |
| 2 to 3 ft.                  | 4.00    | 30.00    |
| 3 to 4 ft.                  | 6.00    | 50.00    |

### CLUMP BIRCH

|                           |       |        |
|---------------------------|-------|--------|
| Paper Birch               |       |        |
| 5 to 6 ft., 3 stems up.   | 25.00 | 200.00 |
| Gray Birch                |       |        |
| 4 to 6 ft., 2 to 6 stems. | 20.00 | 150.00 |

### PAPER BIRCH

| <i>Betula papyrifera</i> | Per 100 | Per 1000 |
|--------------------------|---------|----------|
| 2 to 3 ft.               | \$ 8.00 | \$ 70.00 |
| 3 to 4 ft.               | 25.00   | 200.00   |
| 4 to 6 ft.               | 40.00   | 300.00   |
| 6 to 8 ft.               | 100.00  | .....    |

### SUGAR MAPLE

|                       |        |        |
|-----------------------|--------|--------|
| <i>Acer saccharum</i> |        |        |
| 2 to 3 ft.            | 12.00  | 100.00 |
| 3 to 4 ft.            | 30.00  | 250.00 |
| 4 to 6 ft.            | 60.00  | 500.00 |
| 6 to 8 ft.            | 100.00 | .....  |

### HEMLOCK TRANSPLANTS

We have approximately 20,000 of each grade. These were transplanted in the spring of 1951 and have nice bushy tops and excellent fibrous roots.

| Canadian Hemlock, transplants | Per 100 | Per 1000 |
|-------------------------------|---------|----------|
| 6 to 8 ins.                   | \$12.00 | \$100.00 |
| 8 to 12 ins.                  | 20.00   | 180.00   |

All the Shrubs, Birches and Sugar Maples are first-quality collected material. Send for complete list of Hardy Native Ferns, Lilies, Orchids, Wild Flowers, Trees, Shrubs and Evergreens.

### ISAAC LANGLEY WILLIAMS

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EXETER, N. H.

## GOODRICH BUDDING STRIPS

Do not get "caught short" when budding time is here next summer.

Order now and give us a shipping date to be sure your Budding Strips will be on hand when needed.

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DRESHER, PA.

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Growers of Quality Ornamental Stock.  
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**Want to increase your  
Flowering Tree Sales?**

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**Stribling's**

**GROWING  QUALITY**

## FLOWERING PEACH

DOUBLE EARLY RED  
DOUBLE EARLY PINK  
DOUBLE LATE RED  
HELEN BORCHERS (very DBL Pink)  
CANDY STICK (varigated)  
DOUBLE WHITE

## FLOWERING PLUM

REDDISH-BRONZE FOLIAGE

PRUNUS PISSARDI (white tinted pink)  
PRUNUS HOLLYWOOD  
(light pink flower, good fruit)  
PRUNUS BLIERIANA (DBL soft pink)  
PRUNUS THUNDERCLOUD  
(dark foliage, white flower)

*and a Complete Line of*

**FRUIT TREES • SHADE TREES • GRAPE VINES**

**Field and Container Grown ORNAMENTALS**

Ask about these two outstanding  
**Stribling** Introductions

## **S-37 ROOTSTOCK**

PLANT PAT. 904

The S-37 Rootstock is a **must** where soil  
nematodes hamper fruit production.

*and*



THE NEW, EARLY, YELLOW FLESHED  
**FREESTONE PEACH**

Ripening 40 days ahead of Elberta



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**NURSERIES**



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SALES YARD  
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# Missouri Short Course

By John J. Pinney

Speakers from five states discussing widely varied subjects marked the third annual short course for Missouri nurserymen at Columbia, June 24 and 25. The course, held in conjunction with the summer meeting of the Missouri State Nurserymen's Association, drew an attendance of approximately 75 in spite of the state-wide temperatures' hovering around 100 degrees.

The well-planned program was worked out by Harold E. Mosher, landscape architect at the University of Missouri, Columbia, and chairman of the committee from the university cooperating with a nurserymen's committee headed by Royer K. Wilkerson, Columbia.

President Steavenson, Forrest Keeling Nursery, Elsberry, presided over the opening session Tuesday morning in the Colonial room of the Tiger hotel. "A Critical Look at the Nursery Business" was the title of the first talk, by John J. Pinney, Willis Nursery Co., Ottawa, Kan.

## Young Men Not Attracted

After pointing out that nearly all nurserymen are having difficulty getting enough help to operate efficiently Mr. Pinney stated, "Perhaps one of the most significant symptoms of whatever ails the nursery business is the fact that fewer and fewer young men are being attracted to it. If a young man invests in a 4-year college education and spends another three or four years learning the practical side of the nursery business, he has a right to expect remuneration comparable to that of the young man who puts in as much time training for one of the professions such as law, medicine, pharmacy and business administration. But in the nursery business it seldom works out that way.

"Nurserymen are finding it increasingly difficult to hire men who are capable of budding and grafting or who are even interested in learning how," Mr. Pinney continued. "There are not enough skilled propagators to supply the demand. The many advertisements for plant propagators in trade papers bear witness to this.

"Because of the comparatively low wage scale paid nursery labor, nurserymen find it increasingly difficult to compete in the labor market. Industry is draining off the best men,"

he asserted. "Having to operate with less efficient labor, nurserymen are running into higher operating costs. Higher costs result in lower profit, and lower profit means inability to pay higher wages. It looks like a vicious circle.

"Everything that the nurseryman uses in his business costs him more: Burlap, paper, twine, nails, lumber, moss, shingle tow, tools, tractors, implements and trucks. One large wholesale nurseryman who budgets his expenses under 40 different items told me that every one of them increased in the 1951-1952 season. And do not forget the higher taxes as well as higher parcel-post, express and freight rates, all of which add to the nurseryman's cost."

The remedy for this unhappy situation, in the opinion of Mr. Pinney, is twofold. First, he believes the

whole industry must be placed on a higher plane.

"Are you sold on the nursery business? Is it merely a means of livelihood (which is important) or do you also look upon it as an opportunity to serve mankind by bringing beauty to the world and aiding in man's spiritual uplift? Unless we are convinced of the dignity, importance and indispensability of our vocation we can never properly evaluate our products and services."

The second step, according to Mr. Pinney, is for nurserymen to put a higher monetary value on their products and services. That is to say, "When nurserymen say they cannot get more for a certain tree or shrub they forget that the buyer's ideas of price are based on what the industry tells him. The public will not put a higher value on our products than we do ourselves."

## Insects That Are Overlooked

Next on the program was an informal talk by Robert E. Roselle, Missouri state entomologist, on the

## GET TO KNOW LEGHORN'S FOR YOUR BETTER EVERGREENS

If you are interested in Top-Quality Yews for your better landscape jobs, we can furnish some beautiful heavy **Taxus Capitata** in sizes 3½ to 4 ft. to 5½ to 6 ft. Heavy, full plants, several times transplanted. Call at the nursery and inspect this stock. You are always welcome.

## LEGHORN'S EVERGREEN NURSERIES

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## KOSTER NURSERY

Division of Seabrook Farms

Wholesale Nurserymen

BRIDGETON, N. J.

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Specializing in the propagation of grafted lining-out stock of all kinds. Write for our new list of lining-out stock.

## LINING-OUT STOCK

HESS' NURSERIES

MOUNTAIN VIEW, N. J.



# ROTO-HOE



*America's  
Most Usable  
Garden Tool*

**BECOMES  
INCREASINGLY  
POPULAR  
and USEFUL**

Each year more and more thousands of home gardeners, nurserymen and farmers are investing in ROTO-HOE, the PIONEER COMPLETE, high-quality-at-low-price garden tool.

There are plenty of good reasons for this preference:

- 1 Easy to Operate—2-h.p. Lauson gasoline motor has ample power for a multitude of jobs.
- 2 Wide Range of Uses—many attachments make ROTO-HOE a useful laborsaver all year round. See new ones below and at right.)
- 3 High-Quality Construction—fewer breakdowns; longer useful life.
- 4 Low First Cost—ROTO-HOE's wide consumer acceptance and consequent increased production have made it possible for us to continue selling at low 1947 price of only \$134\* for the complete basic ROTO-HOE unit.
- 5 Low Cost Maintenance—consumes little fuel; repair parts when needed are very inexpensive.

ROTO-HOE is ideal for preparing gardens and seedbeds, cultivating between rows, mixing compost beds and "trash gardening." Fifteen hard-surfaced teeth rotating at 300 r.p.m. aerate, loosen and thoroughly mix the soil up to 4" deep. Integral design makes ROTO-HOE easily convertible to other attachments below.

You, too, will find ROTO-HOE has many features you want—at a price you can afford. Buy the basic unit now, add attachments from time to time as desired. See your dealer for a demonstration.

\*Slightly higher on West Coast.

See ROTO-HOE  
at these STATE FAIRS:

OHIO, MICHIGAN, IOWA,  
MINNESOTA, NEBRASKA, TEXAS  
and many others.

## 20" ROTO-CUTTER



Excellent for lawn maintenance; cuts every grass blade—every weed—regardless of height. Easily trims up close to trees, shrubs, etc. Only \$40 to add to basic unit.

## 12" TRIMMER-MULCHER



For close-up cultivating, mulching—\$24 extra.

## 17" SNOW BLOWER



Rotary type, blows snow out of way to side, clears 17" swath, saves 75% of time and work on snow removal. \$34.50 extra.

# ROTO-HOE & SPRAYER COMPANY

DEPT. 25

NEWBURY, OHIO

## Adds Even More Uses! New Adapta-Tool Cart

This Adapta-Tool Cart now adds dozens of new uses for your basic ROTO-HOE power unit.



**ADAPTA-TOOL CART.** Consists of front wheels as shown, complete with sturdy steel platform for supporting numerous types of attachments. Quickly, easily attached to power unit of ROTO-HOE. Use your own attachments on this cart, or get them from ROTO-HOE dealer. Sturdily built and complete with two 10" dia. rubber tire wheels. Adapta-Tool Cart costs only \$14.50.



**PAINT SPRAYER.** Makes home and farm painting jobs easy. Heavy-duty compressor has safety valve, air pressure gauge, works at 40-lb. pressure. Also used for garden spraying—DDT, insecticides, liquid fertilizers, etc.



**CENTRIFUGAL PUMP.** Excellent for draining cellars, pits, or ponds; for irrigating—in fact, anywhere that water transfer is required. Delivers 23 gallons per minute, wherever wanted.



**ELECTRIC GENERATOR.** For emergency electric power anywhere—at home, camp, cottage. Generates 110-volt AC current to operate hedge trimmers, one-man electric chain saws, electric iron. Take your own electric power plant to camp with this generator.

**OTHER USES.** You will find other uses for Adapta-Tool Cart—your own grinder, power saw, table sander, other tools can be operated with this convenient, easily portable "work-anywhere" power unit.

# TAXUS (YEW)

(with J. B. certificate)

Without question the outstanding evergreen for general landscaping. We have several thousand Yews to offer for this fall. The quality of **BULK'S TAXUS** is widely known, and our prices represent excellent values.

- 2000 *Taxus cuspidata*, sizes from 1 1/2 to 4 ft.
- 3000 *Taxus cuspidata capitata*, sizes from 2 1/2 to 8 ft.
- 4000 *Taxus hicksi* and *hatfieldi*, sizes from 1 1/2 to 6 ft.
- 1000 *Taxus nana* and *intermedia*, sizes from 1 1/2 to 3 1/2 ft.

Also other varieties in various sizes, and  
5000 *Taxus capitata* liners, 4 years, 1 to 2 ft.

Also several thousand capitata liners 2 1/2 to 3 1/2 ft. row run.

## BULK'S NURSERIES

BABYLON, L. I., N. Y.

## EVERGREEN LINERS

We maintain 60 acres of evergreens, consisting of liners and finished stock. Be assured that your patronage has been appreciated and valued. Let us quote your needs.

## HEASLEY'S NURSERIES

Freeport Road, R. No. 3

BUTLER, PA.

## LILACS

On own roots.  
Large plants, 5 ft. and up,  
Charles X, William Robinson,  
Pres. Gravy, Leon Gambetta, etc.

To plant now  
**AMERICAN ARBORVITAE**, 10 ft.

An assortment of heavy stock  
for landscaping.

**RED LAKE RED CURRANTS**,  
2-yr. No. 1

**SAMUEL FRASER NURSERY**  
GENESEO, N. Y.

## TAXUS

1000 *Taxus Capitata* (Upright),  
heavy, closely sheared  
specimens, 2 to 5 ft.

1500 *Taxus Hicksi*, *Vermeulen*, *Hatfieldi*, *Brevifolia* and *Cuspidata*, 2 to 3 1/2 ft.

300 *Blue Spruce*, 2 to 6 ft.

500 *Japanese Boxwood*, 1 1/2 to 2 ft.

B & B for pickup at nursery.

Inspection invited.

## BROOKFIELD GARDENS

Rt. 6 DELAWARE, N. J.

## BURR

Leading wholesale source for  
Nursery Stock

Send us your Want List.

**C. R. BURR & CO., INC.**  
Manchester, Conn.

## FOR 52 YEARS

*Our business has been  
growing*

Rhododendrons

Azaleas

Perennials, Roses

All Nursery Items

**BOBBINK & ATKINS**

E. RUTHERFORD, N. J.

## PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations

**LESTER C. LOVETT**

MILFORD

DELAWARE

subject, "Important Insects Often Overlooked in the Nursery."

"Some insects are often overlooked when small," said Mr. Roselle. "Among these are bagworms and grasshoppers. Other insects may be missed entirely until their presence is made known by damaged foliage and retarded growth."

"Damage by mites shows up in distorted, discolored and retarded growth. The common tiny red galls on soft maple foliage are caused by mites. The mites are inside the galls and are so small they can be seen only with a magnifying glass."

"One mite, the red spider, causes great damage on evergreens," Mr. Roselle continued. "There are a great many species of mites attacking a wide variety of plants. On pines two species are found, seven on willows, eight on walnuts, three on dogwoods, three on elms, twenty-three on roses, twenty-six on maples and many more."

"Thrips have many hosts, but do more damage on flowers than on nursery stock. They may cause flower buds to fail to develop. This is often the case with strawberries."

### Disease-bearing Insects

"Among the most destructive insects are those that disseminate plant diseases. Because they themselves do little or no damage to the plants they usually are overlooked. Bacterial, fungus and virus diseases may all be carried by insects. The worst offenders are those with sucking mouth parts such as leaf hoppers and aphids. Leaf hoppers for instance are known to be partially responsible for the rapid spread of phloem necrosis, which is killing the American elm over wide areas in the southeast and middle west."

The Dutch elm disease, according to Mr. Roselle, has been found at St. Louis. The carrier for this disease has been found to be two species of elm bark beetle. One is native, and the other is from Europe. The beetles emerge from the bark of diseased trees, fly to healthy trees and feed in crotches of the smaller branches. Spores of the disease are carried on the bodies of the beetles from diseased to healthy trees. Strangely enough, the beetles breed only in diseased, dying or dead trees and wood.

A short business session concluded the morning program. Roy Graham, St. Louis, who headed the committee on a lien law for nurserymen, reported that the past legislature had passed such a law. Although it was not exactly what the nurserymen wanted, it was a great step in ad-

**Rhododendrons—Fall Liners**Oct. to March  
Delivery

Rhododendrons—Fall Liners

**List No. 1 ..... \$1.35 Each**

Alice, deep pink.  
Annie E. Endtz, light pink.  
Antoon Van Welie, carmine-pink.  
Augustini, blue (species).  
Bagshot Ruby, blood-red.  
Betty Wormald, pink, pale purple blotch.  
Broughtoni Aureum (Azaleodendron), yellow.  
Butterfly, pale lemon, chocolate blotch.  
Cilpenense, pinkish-white.  
Cynthia, rosy-crimson.  
Daphnoides, brilliant purple.  
Doncaster, scarlet-crimson.  
Fabia, orange-salmon.  
Fastuosum, fl. pl., double mauve.  
Fragrantissimum, white, tinged pink, fragrant.  
Gomer Waterer, white, slightly bluish.  
Graf Zeppelin, soft pink.  
Jan Dekens, pink, fringed, very large truss.

Lady Alice Fitzwilliam, white, fragrant.  
Lady Clementina Mitford, peach-pink.  
Lady Stuart of Wortley, deep rose-pink.  
Mme. Debruin, cerise-red.  
Mme. Guillemot, rosy-red.  
Mme. Masson, white, yellow.  
Mrs. Charles Pearson, bluish-mauve, spotted burnt sienna.  
Old Port, plum color.  
Oregon Queen (Azaleodendron), pink, rare.  
Prof. Hugo Devries, deep pink.  
Pink Pearl, rose-pink.  
Romany Chai, orange-scarlet.  
Sappho, white, heavily spotted.  
Trilby, deep crimson, dark blotch.  
Yunnanense, pinkish or nearly white, spotted with red (species).

Add 10% to orders for less than 100 plants.

**List No. 2 ..... \$1.60 Each**

Azor, soft salmon.  
C. B. Van Nes, dark scarlet.  
Gill's Crimson, blood-crimson.  
J. H. Van Nes, soft red.  
Loder's White, pale mauve edge, fading to white.  
Mme. F. T. Chauvin, rosy-pink, deep blotch.  
Moser's Maroon, maroon.  
Mrs. C. B. Van Nes, pink.  
Mrs. W. C. Slocock, apricot-pink, shaded to yellow.

Pilgrim, soft pink.  
Purple Splendour, deep purple, black spot.  
Unique, pale yellow.  
Unknown Warrior, bright red.  
Vulcan, brick-red.  
White Swan, white suffused delicate pink.  
Zuider Zee, lemon-yellow, crimson-spotted.

Please, no orders for less than 40 plants.

Add 10% to orders for less than 100 plants.

**Tree Peonies—Hardy**Oct.-March  
Delivery

\$1.95 each

2 to 3-year-old stock, 3 to 5 eyes.

Asahinada, large double crimson flower.  
Azumashibori, deep red with white stripe, large double flower.  
Gekkyuden, snow-white, very double petals.  
Kasumi-no-mori, large pink, redoubled petals.  
Hana-no-Tsukasa, light pink, large undulated petals.  
Hade-Sugata, purplish-red, very attractive double petals.  
Shichi-Fukujin, light red, large ball type of flower, double petals.

**Bush Peonies—Hardy**Oct.-March  
Delivery

\$4.00 per 10, \$35.00 per 100.

Red, White or Pink.

**TREE ROSES—NONPATENTED—No. 1**

\$1.85 each, \$167.50 per 100.

Autumn, multi.  
Caledonia, white.  
Christopher Stone, red.  
Condesa de Sastago, pink.  
Countess Vandal, multi.  
Duquesa de Penaranda, pink.  
Etoile de Hollande, red.  
Floradora, scarlet-orange.  
Frau Karl Druschki, white.  
Hadley, red.  
J. O. Thilow, pink.  
K. A. Viktoria, white.  
McGredy's Ivory, white.  
McGredy's Yellow, yellow.  
Mrs. E. P. Thom, yellow.  
Picture, pink.  
Pink Dawn, pink.  
Poinsettia, red.  
President Hoover, multi.  
Red Hoover, red.  
Red Tailsman, multi.  
Snowbird, white.  
The Doctor, pink.  
Yellow Sastago, yellow.

**TREE ROSES—PATENTED—No. 1**

\$2.35 each, \$210.00 per 100.

Applause, pink.  
Bravo, dark red.  
Buccaneer, clear yellow.  
California Centennial, red.  
Capistrano, pink.  
Charlotte Armstrong, pink.  
Chief Seattle, yellow.  
Crimson Glory, deep red.  
Debonair, pink.  
Eclipse, gold.  
Fandango, cerise-red.  
First Love, delicate pink.  
Forty-Niner, multi.  
Fred Edmunds, yellow.  
Fred Howard, yellow.  
Heart's Desire, red.  
Helen Traubel, salmon-pink.  
Lowell Thomas, yellow.  
Mark Sullivan, bicolor.  
Mirandy, red.  
Mission Bells, pink.  
Mme. Henri Guillot, pink.  
Nocturne, red.  
Peace, yellow.  
San Fernando, red.  
Show Girl, pink.  
Sleigh Bells, white.  
Sutter's Gold, yellow.  
Tally Ho, red.  
Tom Brennaman, pink.

# **NURSERYMEN'S EXCHANGE** **BULBS • PLANTS • SEEDS • FLORISTS' SUPPLIES**

WHOLESALE ONLY

Write for 36-page catalog

938 Howard St.

SAN FRANCISCO 3, CALIF.

## TRANSPLANT NOW

All items noted below can be safely transplanted into beds now.

### Ilex Bullata

One of the new varieties of Jap. Holly in great demand. It has small, shiny, convex leaves. Grows rapidly at first, then slows down. Shears well. It can be used in sun or shade and contrasts well with both broad-leaved and narrow-leaved evergreens. It makes the finest low evergreen hedge. Easy to grow, and faster than Yews. Sells on sight.

|                         |         |
|-------------------------|---------|
| 6 to 8 ins., 2-yr., T.  | Per 100 |
| 8 to 10 ins., 2-yr., T. | \$15.00 |
|                         | \$0.00  |

AZALEA Hindogiri Per 100

3 to 6 ins., 1-yr., T. \$15.00

BOXWOOD, English, 3 to 4 ins., 10.00

BOXWOOD, American, 4 to 6 ins., 10.00

6 to 8 ins., 15.00

ILEX crenata, 4 to 6 ins., 2-yr., T. 15.00

6 to 8 ins., T. 20.00

BOXWOOD, Japanese, 6 to 8 ins., each, 10c.

### Pieris Japonica

The most beautiful broad-leaved evergreen of all. In summer the color of the foliage is always changing, first red, then pale green and then dark green. In August the flower buds form, in graceful racemes for next spring's flowers. White Lily-of-the-valley like flowers appear with the first warm weather and flowers often last 6 weeks. Grows well in sun or shade. Makes a nice contrast with Azaleas and Rhododendrons.

|                  |        |
|------------------|--------|
| 4 to 6 ins., TT. | Each   |
| 6 to 8 ins., TT. | \$0.15 |
|                  | .20    |

### Leucothoe Catesbaei

A good broad-leaved evergreen that grows in dense shade; Lily-of-the-valley like flowers, reddish-bronze foliage in winter. Contrasts well with Azaleas and Rhododendrons. Fine for flower arrangements.

|                  |        |
|------------------|--------|
| 6 to 8 ins., T.  | Each   |
| 8 to 10 ins., T. | \$0.20 |
|                  | .25    |

Send for List

### ALANWOLD NURSERY

NESHAMINY, Bucks Co., PA.

## QUALITY MERCHANDISE AT REASONABLE PRICES

### VANDERBROOK NURSERIES

MANCHESTER, CONN.

Wholesale Nurserymen Since 1922

### BOULEVARD NURSERIES

Newport, R. I.

- Lining-Out Stock
- Root-Thru Plant Pots
- Samples and Prices on Request

### GROWERS

EVERGREEN TREE  
LINING-OUT STOCK

For Fall 1952—Spring 1953

SUNCREST EVERGREEN NURSERIES

P. O. Box 594 Johnstown, Pa.

vance. Joe Houlihan, Houlihan Nursery Co., Creve Coeur, related in detail how the committee went about getting the law passed.

Steve Verhalen, Verhalen Nursery Co., Scottsville, Tex., next on the program, discussed propagation pointers for nurserymen. He pointed out that the trend in his area is away from conifers and toward broad-leaved material. Any new hardy broad-leaved plant stands a good chance of becoming popular.

### Sixty Varieties

"Plant materials at Scottsville," said Mr. Verhalen, "have been cut to 60 varieties in merchandisable quantities. We are constantly on the lookout for new items and particularly hardy, resistant and dwarf kinds. Discarding unsuitable varieties may be considered 'left-handed profit.' We have rid ourselves of many, thus increasing our production of fewer but more salable ones and so gradually arriving at the profit level.

"Propagation at Scottsville is all out of doors. Seeds are germinated, cuttings rooted and grafts are made and grown outside. Results have been very satisfactory. Pfister, Von Ehron, Greek and procumbens junipers and Berckmans and Bonita arborvitae have sometimes rooted as much as 95 per cent. The average would be 75 to 80 per cent, which is good in many greenhouses with controlled heat and humidity.

"The cuttings are made with much longer tops and longer stems than when cut for sand benches in greenhouse culture. A short stem cutting would result in a greater loss in the beds. Because we make a large cutting we are able to go to the clay pots with a larger plant. We use 2½-inch rose or deep pots."

Mr. Verhalen explained that cuttings are grown in soil beds sometimes mixed with peat moss. These beds are sterilized with steam to kill weed seeds and soil fungi. A large pan, bed width, about eight feet long is inverted over the bed and live steam fed into it for 20 minutes.

Plant hormones are used on all cuttings. A stock solution is made by dissolving indolebutyric acid in isopropyl alcohol, and various strengths are produced by diluting with water. These solutions are mixed with a thin mud made of native red clay, in which the cuttings are dipped, and the excess mud is shaken off. This makes the hormones effective for a longer period.

"Landscape Design" was the subject of the concluding talk on the

## TAXUS

Each  
1200 Hicks, intermedia, upright  
brevifolia, Kelsey and cuspidata  
24 to 30 ins. \$2.50  
30 to 36 ins. 2.75  
Three times transplanted, 9  
years. Purchasers will dig and bur-  
lap. Discount on orders of 500 or  
more.

Each  
10 large spreaders 3 ft. high, 4-ft.  
spread \$0.15  
Liners of above varieties:  
10 to 12 ins. .35  
12 to 15 ins. .70  
15 to 18 ins. .80

### Special

5000 Hicks, Kelsey, Vermeulen,  
and intermedia, 7 years, twice  
transplanted, B & B at nursery.... 1.50

### H. VOELLMAR, Sugar Hollow

DANBURY, CONN.

Rte. 7 Opposite airport

Tel. 2-1888

## FINE PLANTS

Specimen landscape sizes as well  
as lining-out material

You are cordially invited to visit our nursery and inspect these and other materials. You will find we are not selling price but select nursery stock at a price you can afford to pay.

### ANGELICA NURSERIES

Growers of fine plants.

3 mi. South of Reading, Pa., on Rt. 73

Phone: Reading 2-3983

R. D. 1, MOHNTON, PA.

## OLD ENGLISH BOXWOOD LINERS

2½ to 3-in. Spread

Limited Supply

\$22.00 per hundred

### TOLSON'S NURSERY

Box 5732 BETHESDA, MD.

## Trees, Evergreens, Shrubs Fruit Trees

Write for Our Wholesale Trade List

W. - T. Smith Corporation.

Telephone 2689

GENEVA, N. Y.

### SHEPARD NURSERIES

Growers and Distributors of

## ORNAMENTAL NURSERY STOCK

Truckloads only, no boxing.

60 acres growing.

Schenectady, N. Y.



# BALL ONE TREE A MINUTE WITH THE JIFFY BALLING MACHINE

The Jiffy Balling Machine will be demonstrated at  
THE IOWA STATE CONVENTION, AUGUST 7 AND 8 AND  
THE PENNSYLVANIA STATE CONVENTION, AUGUST 21



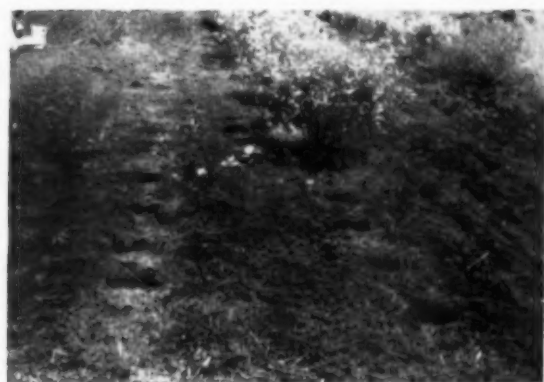
A trailer load of shrubs balled by the Jiffy Balling Machine.



The Jiffy Balling Machine balling Spruce.



Halfway mark on a row of Spruce.



Holes left by the Jiffy Balling Machine in a field of shrubs. Compare these holes with the ones left in your fields by hand balling methods.



Red Lake Currants, balled with the Jiffy Balling Machine and contained in the Jiffy Pak. No expensive bins or covering material necessary when the Jiffy Pak is used.

## THE JIFFY BALLING MACHINE

(For Ford and Ferguson Tractors only)

With three interchangeable digging bands of 10-inch, 12-inch and 14-inch diameters. Hydraulic valve, hoses, fittings, etc. Everything needed to dig trees, shrubs and evergreens with your Ford or Ferguson tractor.

F.O.B. LONG LAKE, MINNESOTA \$550.00

TERMS: One third down, balance sight draft or C.O.D. 2 per cent discount for cash with order.

Reference: State Bank of Long Lake, Minnesota.

## JIFFY BALLING COMPANY

Long Lake, Minnesota

In Southern California, Arizona and Nevada:

AMERICAN CONTAINER CO.

3132 Washington Blvd.  
Los Angeles 23, Calif.

For those special landscape jobs that require **BIG** material...

Towson Nurseries has one of the most complete stocks of large specimen material in the world

- **LARGE SPECIMEN TAXUS** (in many varieties)
- **HYBRID RHODODENDRON**
- **SHADE TREES**
- **HEMLOCK**
- **AZALEAS**

For  
32 years  
one of America's  
leading nurseries



7817 YORK ROAD

TOWSON 4, MD.

## QUEEN O' the LAKES

(Dark Velvety Red)

and 30 other fragrant

### SUB-ZERO HYBRID TEAS

Large and beautiful as any. Easy to grow; long to live. Bloom more; more constantly. Save replacement expense.

Also 20

Yellow and Orange Climbers

Write for trade prices to

**BROWNELL ROSES**

LITTLE COMPTON, R. I.



## TAXUS MEDIA HALLORAN

Past winters have proved this variety to be very well adapted for the middle western climate. We have 1, 2 and 3-year liners to offer.

**VERKADE'S NURSERIES**

NEW LONDON, CONN.

## HEMLOCK

Rhododendron — Kalmia

Azalea

**CURTIS NURSERIES**

CALICOON, N. Y.

We never talk about the other fellow's low prices; he knows what his merchandise is worth. We grow good evergreen liners. Ask for our wholesale list.

**The STEDMAN NURSERIES**  
NEWFANE, N. Y.

## LINING-OUT TAXUS

MANY VARIETIES

Write for List.



**EAGLE CREEK  
NURSERY CO.**

NEW AUGUSTA, IND.

## EVERGREENS

**Banks Pine**, transplants, 4-yr., 2-2, 18 to 26 ins., \$10.00 per 100; \$70.00 per 1000.  
**Scotch Pine**, seedlings, 3-yr., 12 to 15 ins., 100% branched, \$10.00 per 100; \$70.00 per 1000.

Cash with order. Shipped express collect.

**STRICK & ALLYN CO.**  
R. D. 1 ELMIRA, N. Y.

day's program by Homer K. Dodge, Landscape Service Co., Framingham, Mass. Mr. Dodge is chairman of the education committee of the National Landscape Nurserymen's Association.

Landscape design, according to Mr. Dodge, is little understood. Any planting is better than none, but most could be better. One who starts a design service should consider it a major undertaking and not a side line. It takes time to establish a reputation but when once established there are two pitfalls to avoid: Doing such excellent work and waxing so enthusiastic over design that you fail to make a profit, and finding the customers so gullible that you are tempted to take advantage of them. The best solution is to establish rigid unit prices for every product.

"Basic design principles on residential properties," stated Mr. Dodge, "are concerned with three main areas. First, the public or display area that is visible from the street. This area, with its front and foundation plantings and lawns, is easiest to sell.

"Next, there are the service areas designed for utility. These take in walks, drives, clothes driers, compost heaps, incinerators and rubbish disposal.

"The third area is the one devoted to pleasure and recreation where the owner seeks privacy. Here we have the living rooms, terraces, patios, picnic areas, vegetable and flower gardens. These are the features that offer the greatest opportunity for design. Get the customer's ideas and try to work them out."

### Educate the Public to Good Design

"In order to sell design," said Mr. Dodge, "you should advertise to educate the public to desire good landscape design. You can make good use of books of pictures showing what can be done with design.

"After you have sold the customer he is usually taken out of competition," he continued, "and that is the time to show him a design plan without details to find out what he likes. After the over-all plan has been accepted, details can be worked out, including specifications, estimated costs, etc. Often it is desirable to price the different areas separately. Always charge for a plan even if it has to be included in the cost of planting."

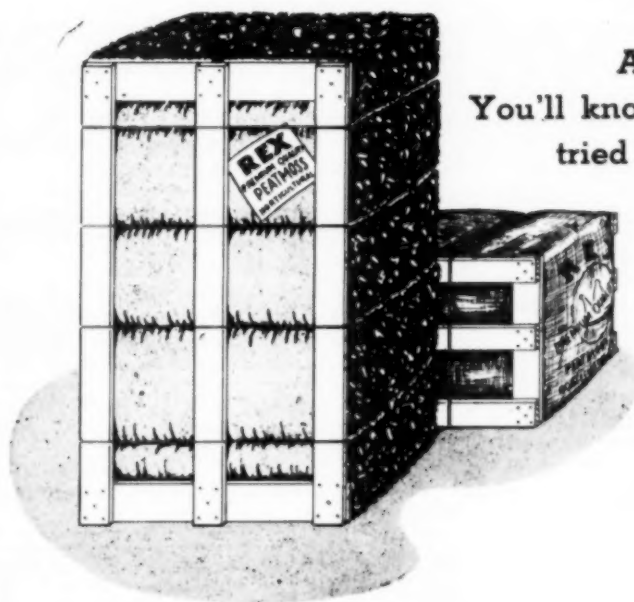
In the evening the visitors assembled at the spotless tile storage building of the Wilkerson Nursery, west of the city, to be served heaping plates of delicious barbecued beef

# Why **REX** German Peat is **BETTER:**

**The light golden-brown color** of REX indicates selected quality peat, from the top layer of the moor. Compare the color of Rex with the drab, dark dullness of ordinary peat.

**The lively sponginess** that you can actually feel in REX proves it retains its usefulness longer, in the ground.

**Also, you get more peat** in a bale of Rex, because it's more tightly compressed. When opened, the peat springs out to give you greater quantity for your money!



All peat alike?  
You'll know better when you've  
tried and tested REX!

Nurseries and dealers, write or wire —

**TRANS-SPHERE TRADING CORP.**

**Mobile 9, Alabama**

**NOW** is the time to order your

## IMPORTED HOLLAND BULBS

**Special Collection for over-the-counter Selling**

Get All of these Extras at no extra cost—

- 18 Large Colored Pictures—1 for each item!
- Large Streamers and Window Display Cards!
- Earliest Possible Delivery—if ordered NOW!
- Shipment from New York, Detroit, or nearest Port!
- Duty Paid—No Charge for Cases or Packing!
- Reorders promptly filled from stock at same price!

**Each Collection contains 1650 bulbs, as follows:**

|   |   |                                  |   |   |                                 |
|---|---|----------------------------------|---|---|---------------------------------|
| 1000 TULIPS<br>First Size<br>11 to 12<br>Centimeters      | { | 100 Allbright,<br>bright red.    | 100 Cordell<br>Hull, red and<br>white.    | 100 Golden<br>Harvest,<br>clear yellow. | SUGGESTED<br>RETAIL:<br>7c each |
|   |   | 100 Blue Parrot,<br>violet-blue. | 100 Dillenberg,<br>salmon-<br>orange.     | 100 Philip<br>Snowden,<br>rose-pink.    |                                 |
|   |   | 100 Campfire,<br>blood-red.      | 100 Fantasy<br>Parrot, pink<br>and green. | 100 Queen of<br>Night, deep<br>maroon.  |                                 |
|   |   | 100 Carrara,<br>pure white.      |   |   |                                 |
| 100 HYACINTHS<br>15 to 16<br>Centimeters                  | { | 30 Blue Hyacinths                | SUGGESTED<br>RETAIL:<br>15c each          |   | TOTAL                           |
|   |   | 30 Pink Hyacinths                |   |   |                                 |
|   |   | 40 White Hyacinths               |   |   |                                 |
| 250 CROCUSES—Mixed colors, 7 to 8<br>centimeters.         |   |                                  | RETAIL: 3c each                           |   | YO<br><br>TERM<br>if cre        |
| 250 MUSCARI—Grape Hyacinth,<br>7 to 8 centimeters.        |   |                                  | RETAIL: 2c each                           |   |                                 |
| 50 DAFFODILS—King Alfred (yellow<br>trumpet), D.N. No. 2. |   |                                  | RETAIL: 15c each                          |   |                                 |



**TOTAL SUGGESTED RETAIL SELLING PRICE: \$105.00**

**YOUR COST: \$49.50 per collection (1650 bulbs)**

TERMS: 2 per cent allowed for cash with order; or net 30 days if credit is established. F.O.B. New York or Detroit.

**GROWERS EXCHANGE, Inc.** P. O. Box 397 Farmington, Mich.  
Phone: Farmington 1890

and chicken. Ed Ambo, Ambo Bros. Nursery, University City, was in charge of the program that followed.

T. J. Talbert, professor emeritus of horticulture at the university, reminisced about his long association with the nursery business and referred to the considerable number of his former students who are now active as nurserymen.

J. F. Smith, Shell Oil Co., described results of recent research work with chemicals for the control of nematodes, weeds and soil fungi in nursery beds. His talk was illustrated with Kodachrome pictures taken in the Forrest Keeling Nursery, Elsberry, Mo.

### Advertising

Wednesday morning, June 25, the meetings were resumed in the ballroom of the Tiger hotel, with Harold E. Mosher in charge. The first speaker was Charles P. Michels, vice-president of Gardner Advertising Co., St. Louis, whose subject was "Advertising for the Nursery Industry."

"Nurserymen are too near to their business," declared Mr. Michels, "to recognize its wonderful opportunities. In 1951, \$52,000,000,000 were spent for food in this country, but only \$83,000,000 for nursery stock. Too small a percentage of the national income is spent for landscaping. The inadequate planting on

housing projects is a good example of this."

Mr. Michels believes the industry needs a slogan with a strong emotional appeal. "It's not a home until it's planted," created many years ago, is, in his opinion, excellent.

Point of purchase advertising could be used by the industry to good advantage, according to Mr. Michels. He suggested the American Association of Nurserymen might furnish large billboard posters at cost to its members. Any member could buy a few to be posted in his area with his name.

"Any nurseryman," said Mr. Michels, "who wants to tap the largest market should aim his advertising at the great middle-class group. This is the group that buys the bulk of most merchandise." To be successful in advertising, according to Mr. Michels, one must make a consistent effort and, above all, have faith in his advertising—the faith that is known as "advertising heart."

"Future Developments Through Research" was the subject of the concluding talk by John P. Mahlstede, department of horticulture, Iowa State College, Ames. Mr. Mahlstede, who directs research on problems peculiar to the nursery business, told of work being done on propagating, packaging, weed control and fall defoliation.

One problem the plant propagator

### THUJA OCCIDENTALIS COMPACTA ERECTA (NEW)

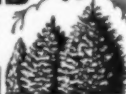
We offer this new variety in rooted cuttings; also established stock from 2 1/4-in. pots. Write for descriptive folder in color.

**THE WESTMINSTER NURSERIES**  
WESTMINSTER, MD.

### 20 MILLION TREES A YEAR!

Complete line of Nursery Stock—  
Evergreen Seedlings and Trans-  
plants, Hardwood Seedlings, Fruit,  
Shade and Nut Trees, Roses, Her-  
ries, Shrubs and Budded trees.

**MUSSER FORESTS, Inc.**  
Indiana, Pa.



### NORTHERN COLLECTED EVERGREENS FERNS

**PLANTS  
SHRUBS**

**WILLIAM CROSBY HORSFORD**  
Charlotte, Vermont

Choice Varieties of Lining-out Stock.  
Write for our price list.

**PALLACK BROS. NURSERIES, Inc.**  
Route 19, 31 mi. north of Pittsburgh, Pa.  
Ph.: Zelienople 476-J21  
R.F.D. 1 HARMONY, PA.

Please mention the **American Nurseryman** when writing advertisers





## Make Two Sales Instead of One

You are aggressive and wide-awake. You're looking for a way to get more sales.

Let your nursery business open the door to profitable lawn sprinkler system sales and installations.

Dealerships are now open in some areas. If you are a hard worker, it will pay you to look into the worthwhile possibilities of a Dealership that can be handled as a part of your nursery operation.

First, Texas Lawn Sprinkler Systems give you important selling advantages.

Second, your nursery gives you a ready-made list of excellent prospects.

Third, no large investment in tools, equipment and inventory is required.

Fourth, no special engineering training is necessary. Expert engineering plans and "breaking-in" tips are supplied free by the factory.

There are numerous others, but they can be better explained in the personal letter you will receive when you reply to this advertisement.

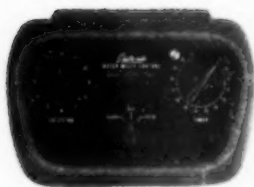
If you want to know the rest, write today.

## Texas Lawn Sprinkler Company, Inc.

5422 Redfield Street

LAKESIDE 3148

DALLAS, TEXAS



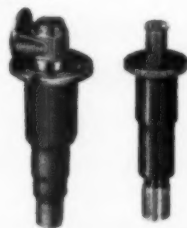
Electro-matic  
Water Miser Controls



Electro-matic  
Plug-in Clocks



Electro-matic Valves



De Luxe and Standard  
Pop-up Spray Heads

## WE PROPAGATE THE NEW AND BETTER THINGS IN HARDY ORNAMENTALS.

•  
LINING-OUT  
and  
FINISHED STOCK  
in  
TAXUS, JUNIPERS,  
ARBORVITAE.  
FLOWERING SHRUBS  
and TREES.  
HERBACEOUS  
and TREE PEONIES.

•  
Our Office and Propagating Greenhouses  
are on West St. Joseph Street,  
2 mi. from downtown.

Main growing operation at our  
153-acre farm on Van Atta Rd.,  
just off U. S. 16 East (73 miles  
west of Detroit.)

•  
COME and SEE US.  
TELEPHONE 29021.

•  
**THE  
COTTAGE GARDENS**  
OUR 30th YEAR  
Nick I. W. Kriek - Harold E. Hicks  
**LANSING 15, MICHIGAN**

## HARDY PLANTS Bulbs and Shrubs

"America's Finest"  
Write for Trade List

*Springbrook Gardens*  
MENTOR, OHIO

often faces is that of keeping the tops of cuttings dormant until roots have developed. A plant hormone sprayed on plants in the field before cuttings are taken shows some promise of accomplishing this. In general plant hormones aid chiefly in hastening or increasing root development; they are of little value in producing roots on plants that are hard to root. Several chemicals sprayed on nursery stock in the fall have given good results in removing foliage preparatory to digging for storage. Mr. Mahlstede concluded that, although these are still in the experimental stage, they hold forth promise of becoming useful to the nursery industry.

### Business Meeting

Seventy-five persons attended the luncheon and business meeting that closed the session. President Steavenson called upon Joe Weston, Neosho, to report on the conference his special committee had the previous day with Governor Forrest Smith to enlist his aid in getting the appropriation for the nursery inspection service and department of entomology increased from \$45,000 to \$75,000. The committee felt the governor was favorable to the increase. Those who saw the governor were Dale Wild, Sarcoxie; Hugh Steavenson; Roy Graham, and Joe Weston.

Carl F. Giebel, St. Louis, who heads the committee studying the possibilities of having a course in landscape architecture established at the university, made a brief report. He said that in order to accomplish this it will be necessary for the nurserymen's association to provide the university administration with figures on the nursery industry showing its importance. A survey will be made by means of a questionnaire. Favorable results are hoped for.

Elected to membership in the Missouri Nurserymen's Association were the following: Glendale Rose Garden, Martin Pashea, Independence; C. P. Michels Nursery, Chesterfield; Thomson Landscape & Nursery Service, C. R. Thomson, Farmington; Gardens of the Ozarks, Steve M. Hughes, Eminence, and Rays Rose Nursery, Bryan K. Ray, Tyler, Tex., associate member.

Under an arrangement adopted at the association's January meeting officers elected at that time are to keep their posts for 18 months, until next summer. It was decided that the association will discontinue its winter meetings and hold the next convention in June, 1953.

## HOBBS

Spring, 1952

Thurlof Weeping Willow,  
Lombardy Poplar, Silver  
Maple, Norway Maple and  
B.D.F. Crab.

Apple, 2-yr.; Pear, 2-yr.;  
Montmorency Cherry, 2-yr., all  
grades.

Montmorency, 1-yr. 900 5/16-  
in. and 500 18 to 24 ins.

Evergreens and Shrubs.

Oldest Nursery in Indiana.

Established 1875.

**C. M. HOBBS & SONS, Inc.**  
BRIDGEPORT, IND.

### DO YOU NEED . . .

Flowering Shrubs  
Shade Trees  
Evergreens  
Lining-out stock  
Phlox or Peonies  
Apples or Plums  
Perennials

If so, please write for copy of our  
new wholesale price list.

**SHERMAN NURSERY CO.**  
CHARLES CITY, IOWA

### COMPLETE ASSORTMENT OF

Evergreens, Fruit Trees, Shade  
Trees, Roses and Lining-out Stock.

Write for complete list.

**ONARGA NURSERY CO.**  
ONARGA, ILL.

### WANTED

Pin Oaks—Hackberry—Tulip Poplars  
1 to 2 ins. and 2 to 2½ ins. Give quantities available and price F.O.B. our trucks.

**COLONIAL NURSERY**

c/o A. Wood Hardin  
R. R. No. 21, New Albany, Indiana

**BURTON'S**  
HEADQUARTERS FOR  
EVERGREEN GRAFTS, TRANSPLANTED  
EVERGREENS, SHRUB LINERS.  
Write!  
RARE ITEMS YOU DO NOT  
FIND IN MOST LISTS!  
**HILLTOP NURSERIES**  
EASTOWN, OHIO

### SEND YOUR SURPLUS LIST OF

Evergreens • Shrubs • Shade Trees  
Flowering Trees • Fruit Trees  
to:

**THE PONTIAC NURSERY CO.**  
ROME, MICHIGAN

**NOW!** A NEW FAST SELLING ITEM  
by the maker of last season's  
**BIG MONEY MAKER...CRAB-NOT**



**CRAB-NOT**

WILL MAKE MONEY

FOR YOU

AGAIN IN '52

**CRAB-NOT**

"Special Formula"

LAWN WEED KILLER

the only successful formulation  
of Potassium Cyanate and 2,4-D  
KILLS DANDELION,  
PLANTAIN AND BURDOCK  
PLUS CRABGRASS



**SOIL LIFE**

the soil conditioner created from  
the magic of modern chemistry that  
makes **TOPSOIL OF CLAY SOIL**

Dealers everywhere are making large profits  
and building their reputations in selling  
SOIL LIFE, the wonderfully effective soil con-  
ditioner that's formulated from "AEROTIL"  
(full strength POLYACRYLONITRILE), a  
development of American Cyanamid.

Wettable Flakes

SOIL LIFE changes the structure of the soil itself and brings about all these  
important improvements:

More Friable Soil  
Better Drainage  
Better Aeration  
Healthier Root Systems  
More Nourishment from same amount of fertilizer

No more cracking of soil  
Better Seed Germination  
Increased water holding capacity  
Erosion Greatly reduced

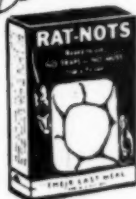
SOIL LIFE is easy to apply. Add to water and then use with watering can  
or spray. Order from your jobber today.

SIZES AVAILABLE and area treated: Garden Size \$1.75 (50 sq. ft.);  
Lawn Size \$3.00 (100 sq. ft.); Ranch Size \$5.00 (200 sq. ft.); Club Size  
\$9.00 (400 sq. ft.); Estate Size \$40.00 (2000 sq. ft.).

HEAVY CONSUMER ADVERTISING WILL BACK THESE PRODUCTS  
We're using TELEVISION, RADIO, NEWSPAPERS AND GARDEN MAGAZINES

Mats are available for your use to tie in

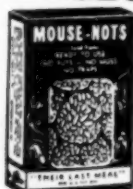
ORDER THESE NOTT PRODUCTS FROM YOUR JOBBER TODAY



RAT-NOTS  
25c, \$1 sizes



ANT-X Jelly Bait  
35c, \$1 sizes  
ANT-X Traps 25c



MOUSE-NOTS  
25c, \$1 sizes



DOG-CHECK  
60c, \$1 sizes



MOLE-NOTS  
35c, \$1 sizes



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# This Business of Ours

*Reflections on the Progress and Problems of Nurserymen*

By E. Sam Hemming

## PLANT SURVIVAL

We nurserymen and gardeners pre-occupied with the culture of plants and with the problem of keeping them alive, especially after they are in the customers' possession, sometimes feel that plants are mighty frail things. Yet in reality most plants can stand a wide range of conditions, climate and the general vicissitudes of living. I am not referring to the extreme of desert, arctic or swamp plants, but the ordinary "garden" variety that we grow.

In the first place, about half the things we grow are brought from an entirely different climate, perhaps from the other side of the world. After growing them under conditions that may match or vary greatly from their native environment, we may dig them, bundle them up and ship them a few or a thousand miles, where again they may be planted under entirely different conditions. Or we may dig them and keep them in a storage cellar for four months and then ship. At best, we put them on a truck, take them a few miles and plant them, after which they may get no maintenance, some maintenance or adequate maintenance.

Even of those plants that get no maintenance and survive by the grace of God and the kindness of nature, a surprising number thrive. Plants are tough. Yet plants do not survive alone by the kindness of nature, for they have an amazing ability within themselves to adjust to adverse conditions.

For instance, one would hardly throw a plant on the top of the ground and expect it to take root, yet we have seen a number of Chinese chestnuts (a difficult plant to grow), left over by the digger in the fall to lie on the surface through dry winds and winter's freezing and thawing, take root and sprout leaves in the spring. This happens to many other plants left by diggers.

A plant's ability to survive a drought is amazing; first, plants will curl their leaves to prevent moisture loss; later they will stop growing and sometimes shed their leaves and go dormant to grow again under more favorable conditions.

One of the unexplained abilities of plants in this direction is that of

the crape myrtle, which always leafs out slowly after transplanting and which can exist in a dormant condition through a whole year and sprout the second spring.

We as nurserymen use the plants' callusing ability and the ability to make new tissue in working with cuttings, in grafting and layering, also in our pruning, but plants themselves can change the thin tissue of root bark to an actual bark when exposed to light and air. When the soil level of a plant is changed or a part of a plant dies, new roots are formed to take the place of those made useless.

Plants have a remarkable adaptability to temperature changes, for within a year a plant must stand a

temperature variation of at least 120 degrees Fahrenheit and will often be subjected to a 40-degree F. daily variation. The phenomenon of winter hardiness is a complex one in plants and is much more than the resistance to low temperatures. Even an evergreen gets itself ready for winter, for a tree that can stand without injury a temperature of zero in January would probably be killed if that sudden dropping of temperature occurred in October. Of course, newly transplanted evergreens cannot do such things as manufacture their own mulch as forest trees do or put down deep roots so that they go below the frost line, but give them time and they do.

Two of the plants nurserymen grow are among the few plants that are considered cosmopolitan or universal plants. One is the strawberry, which will grow from the arctic to the tropic regions and under a wide range of conditions in between. The other is the common red cedar or native juniper; it adapts itself to the

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subarctic, where it sprawls over rocks as a ground cover; to the temperate zone, where it is a pyramidal tree, and to the southern part of our country, where it is an open-headed tree.

With all this adaptability, it is hard to understand the complaints that come in about that spiraea that died, until you find it was put in the garage for a week and then set in a bucket of water for several days. Or, conversely, when you think of that beautiful dogwood that had just perfect treatment and transplanting conditions, but died, anyhow, you wonder if plants have any durability at all, but, fortunately for us, they do.

#### LOUISIANA SHORT COURSE

The Louisiana florists' and nurserymen's short course was held the last two weeks of June at Southwestern Louisiana Institute, Lafayette. Dr. James A. Foret, associate professor of horticulture at the college, was in charge of the course.

The faculty of the college of agriculture taught the classes, which were made as practical as possible. There were nine registered for the classes. They were housed and fed on the campus at regular student rates.

The course was open to anyone interested in commercial ornamental horticulture. There were classes in general horticulture, greenhouse management, insect and disease control and identification of ornamental plants.

The dates for the Louisiana nurserymen's convention at Lafayette will be September 19 and 20, it was also announced by Dr. Foret.

#### KANSAS CITY NURSERYMEN

The Kansas City Association of Nurserymen met for a brief business session, June 10, at which officers were elected for the coming year.

The group's new president is Stanley R. McLane, J. C. Nichols Co.; the new secretary-treasurer is Howard Keeton, Blue Ridge Nurseries.

The next meeting of the association will be held in September.

#### NEW QUADLAND OFFICE

Howard P. Quadland, account executive for the A. A. N. public relations program, has severed his connections with the Hazard Editorial Offices, New York, to go into business for himself. As of August 1, he heads H. P. Quadland Co., with offices at 10 E. 43rd street, New York 17, N. Y.

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#### COVER ILLUSTRATION

##### Parthenocissus Quinquefolia

The Virginia creeper, *Parthenocissus quinquefolia*, is one of the oldest vines in cultivation, but it is still extremely useful for landscape planting. It is a high-climbing vine with reddish young growth, the stems bearing branched tendrils which end in adhesive disks.

The Virginia creeper, or woodbine, as it is sometimes called, is native from New England to Florida and west to Ohio, Illinois, Missouri and Mexico. It was introduced into cultivation about 1622. *Parthenocissus*, the generic name, comes from the Greek words, *parthenos*, meaning virgin, and *kissos*, meaning ivy. The species name, *quinquefolia*, means 5-leaved, a characteristic of the species.

The leaves are alternate, palmately compound, composed of five leaflets that are stalked, approximately three to six inches long, pointed at the tip and wedge-shaped at the base, coarsely toothed, dull green above and lighter green and somewhat glaucous beneath. One of the most interesting characteristics of the Virginia creeper is its brilliant red fall foliage color. It turns color early and is often the first plant to show fall color.

The flowers of this vine are perfect, but because they are so small, they are not important ornamentally. The fruits are bluish-black and about one-fourth inch in diameter.

The Virginia creeper is hardy and is adaptable to a wide range of soils and climatic conditions. It will do well in sun or shady exposures, but for brilliant fall foliage use the plant in sunny situations. Transplanting is accomplished readily, but plants are often slow in becoming re-established. Growth is rapid, however, after the first one or two years. It is free from serious pests. Propagation is by seeds.

*Parthenocissus quinquefolia* can be used as a vine or as a ground cover

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plant. As a vine, it can be used as a wall cover or for growing on arbors. It is a rank grower and may get out of bounds. For a more refined plant, use the variety *engelmanni*, which has somewhat smaller leaflets.

It can be used as a bank cover where a larger expanse of area is to be covered and where soil conditions are likely to be poor. It has been used effectively on highway cuts and fills. One of the most effective uses of this vine that I have seen was where it was planted at the top of a wall around a small pond. The planting was in full sun and particularly effective in the fall. L. C. Chadwick

#### KENTUCKY SUMMER MEET

Members of the Kentucky Nurserymen's Association gathered at Spruce Hill farm, Lexington, the home of Secretary Howard Tilson, on the morning of June 24 for the summer meeting of the association. From the time of arrival until the cook called "come and get it," the members sat under the 100-year-old shade trees on the wide lawn and attempted to dispel the road dust and heat from their throats with a few cooling drinks.

After lunch, part of the group inspected the grounds, including Mr. Tilson's horses. The younger generation of nurserymen was fascinated by a couple of newborn foals. Mr. Tilson then put one of the horses through its paces, taking him over the schooling jump course several times. Several of the party had never seen a horse riding over jumps. At about 4 p. m., the group went to Boonesboro beach, about three miles from the farm, for a swim and a look at the first settlement in the state of Kentucky. Boonesboro is where Daniel Boone first stopped with his party after crossing Cumberland gap from Virginia. Late in the afternoon, the nurserymen stopped at Allman's Steak House near Boonesboro for a good T-bone and went from there to the Springs motel for the night.

The next morning, June 25, several of the party reported that they would be unable to make the trip to Natural bridge because of pressing business engagements, so that the party which went to the park was somewhat smaller than that of the day before. The trip was a great success and was especially enjoyed by those who had never before seen the bridge.

Lunch was served at Hemlock Lodge in the park. After lunch the group began to disperse, and by evening all had gone their separate ways. H. T.

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# Tips for Better Landscapes

By Clarence E. Lewis

Long Island Agricultural and Technical Institute, Farmingdale, N. Y.

## USING GROUND COVERS

The completed or finished effect of a good landscape planting is often determined by the proper selection and use of ground covers. These low,



Figure A. (See Text).

spreading plants were not in as much demand when most homes were built on high walls or foundations. The house was later constructed closer to the ground and the conspicuous foundation practically disappeared. This change created a greater demand for low-growing plants. Also missing now are the many steps that one had to ascend before releasing the knocker or ringing the bell. Of course, the rustic knocker has returned to give an antiquated welcome to the new home. The high entrance and the high foundation demanded the use of taller shrubs, while the low entrance and lower house encourage us to use ground covers that are in keeping with the house and foundation planting.

What parts do ground covers play in the landscape? They accomplish the following when properly selected and placed: 1. Face down other plantings. 2. Act as part of the foundation planting for many homes. 3. Encourage or direct circulation. (See figure A). 4. Fill in small areas that are not wide enough to accommodate shrubs. 5. Cut the hard lines of a brick or flagstone terrace. 6. Serve as a cover in shady areas where grass will not grow successfully. 7. Encourage balance between two plantings, and many other things that do not come to mind at this writing.

It is more difficult and more necessary to face down stiff or upright-growing shrubs that do not have basal foliage than it is to do the same with shrubs that have foliage persistent to the ground. Facing down infers that you are tying in the plant with the adjoining lawn area. The ground cover prevents the abrupt height change from the shrubs to the lawn.

Shrubs whose branches are more horizontal and closer to the ground (leucothoe and Kurume azaleas) are receptive to plants like Vinca minor (myrtle), that have a corresponding spreading habit of growth. Beware of using pachysandra with small Kurume azaleas. Green island hollies or plants of similar habits and rates of growth. The pachysandra soon encloses the smaller plants and makes them look as though they were coming up for their third and last time, like a drowning man. Vinca is often better used with such small plants, or if pachysandra is used, it

must be controlled. Pachysandra can be used in large planting areas where a little contrast of habits is needed, since it provides a stiffer appearance than vinca and foliage that is different from most plants with which it is used. The use of both pachysandra and vinca in different sections of the same large planting also provides variety of interest. Other ground covers or low-growing shrubs could do the same thing.

Leucothoe often acts as a ground cover when it is used as a foreground planting for rhododendrons. There are other plants that do a good job in the foreground of larger shrubs other than those that we think of solely as ground covers. A few examples are rock cotoneaster (Cotoneaster horizontalis), goldflower (Hypericum moserianum), other hypericums, Daphne encorum, teucium, Pachistima canbyi, yellowroot (Xanthorhiza simplicissima) and others.

One of the simplest means of directing circulation is by properly locating ground covers. If you will think of shrubs bordering a path without a low foreground cover, and then visualize the same shrub-guarded path with a planting of pachysandra on both sides of the walking area, a more pronounced path and a more definite line of direction are evi-

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denced in the latter. (See figure B). The result is more obvious when the picture is an actuality. The path or open area also seems broader with the ground cover than it does without.

A low planting that carries your eye around a house corner is a means



Figure B. (See Text).

of circulating interest and people. Ground covers accomplish this best, since their effect is a massed line; these plants are all about the same height.

Often we are confronted with a narrow soil area, between a walk and a building, that is not wide enough to accommodate shrubs. A simple means of handling this is to plant the area with something like Baltic ivy (*Hedera helix baltica*) or just plain English ivy. This problem is often more serious when the area in question is shaded. Under shaded conditions the use of *sarcococca*, *Hedera helix*, yellowroot, *pachysandra* or *vinca* is a simple means of solving this.

You cannot solve the problem so easily when the narrow section is of any great length. Then you must resort to some real thinking and come up with an interesting solution. This may involve the application of espaliers or something else that has a variation in height. Sometimes the use of more than one type of ground cover or vine does the job. By using more than one type of ground cover, interest is obtained by having a contrast of foliage as well as of habit and height. A good combination for shady areas is *pachysandra* and yellowroot. There is not strong contrast of foliage texture, but there is a variation in height.

When it is possible to place a vine, or vines, on the wall that flanks such a long area, the result is pleasing and effective.

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are tolerant of deep shade has been practiced for years. Grasses struggle and show the effects of effort while vinca, pachysandra and xanthorhiza enjoy the situation.

You are undoubtedly wondering about my statement at the beginning of this article that ground covers encourage balance between two plantings. They really do, and you can judge for yourself the next time you observe a foundation planting where ground covers are used in two plantings that are split only by the entrance or doorway. Visualize the same plantings without these ground covers, and you will agree with the statement.

Even though the plants on one side of a garden area are of different species than those on the opposite side, a type of balance can be obtained if ground covers are used to face down each planting. The result is more noticeable when viewed from a raised terrace. Balance cannot be achieved, however, if there is an extreme contrast in the forms and heights of the shrubs on the opposite sides of the garden. Even then, however, the effect is better with the ground covers.

I have by no means explored all of the uses of ground covers, but if these few words have encouraged you to think a little more seriously about these tie-in plants, the ground covers, then all is well.

### MISSISSIPPI CONVENTION

Schools for the problems of designers and growers were a highly successful feature of the Mississippi Florists' and Nurserymen's Association convention, held at the Hotel Heidelberg, Jackson, June 22 to 24. The program was arranged by the Jackson florists and directed by William L. Cabaniss, Capital Floral Co., Jackson.

Officers for the coming year were also picked at this meeting, the group's 10th annual convention. R. M. (Dick) Smith, Grenada, became the new president; Jerre Griffith, Griffith, Florist, Vicksburg, was elected vice-president for the florists' group; the nursery vice-president is Mrs. W. A. Rush, Jackson; secretary-treasurer of the association is Walter Davis, Mississippi State College, State College, and the new members of the executive committee are Hal Whitley, Whitley's Flowers, Jackson; R. A. Severs, Severs' Flowers, Greenville; Mrs. N. E. Love, Love Nurseries, Kosciusko, and Howard Adams, Loraine Flower Shop, Bay St. Louis.

Walter Davis, the association's new secretary-treasurer, presided at the

growers' school. The program was arranged to be of interest to both growers and landscape men. A talk presented by Dr. R. S. Reich, associate professor of landscape design, Louisiana State University, Baton Rouge, proved to be particularly stimulating. Dr. Reich outlined some factors that the landscape man must take into consideration if he wants his work to be both beautiful and functional. Colored slides were used to illustrate these points.

The first factor considered was that of spatial relations. It was shown how plants can be used to break up large areas without taking away the feeling of space. The ability to recognize and take advantage of the character of the material with which you work, plant materials and other features of the landscape such as buildings, walls, etc., was the second main point. Dr. Reich emphasized that anything which will stand outdoor conditions was worthy of consideration in landscape development. For his next point, Dr. Reich reminded the members that the people who will actually make use of the grounds should be of first consideration in any landscape development. Finally, the speaker urged the landscape man to get away from preconceived ideas. Under this topic it was brought out that there is nothing wrong with mixing the formal and the informal. In regard to foundation planting Dr. Reich made it clear that it is no longer considered necessary completely to envelop a house with plants. He also pointed out that by extending the planting from the house just as many or even more shrubs can be used on the job.

Of special interest to the growers was the talk given by George Lirely, soil expert of the Illinois Central Railroad. Mr. Glassco, of the California Spray Chemical Co., showed films on rose, camellia and azalea culture. Reports were given by Francis Matlock and Victor Meena on research conducted by them at the horticulture department of the Mississippi State College. This work was made possible by scholarship awards set up by the Mississippi Florists' and Nurserymen's Association. During the business session the membership voted to continue these scholarship awards for another year. The students and research problems awarded the scholarships will be selected by the research committee.

THIRD branch of Green Acres Nursery, Levittown, L. I., N. Y., was established recently at South Huntington, L. I., by William Grac.

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# Coming Events

## MEETING CALENDAR

August 4 to 8, garden lovers' short course, Virginia Polytechnic Institute, Blacksburg, Va.

August 6, summer meeting, New Jersey Association of Nurserymen, Turner Bros. Nursery, West Long Branch.

August 6 and 7, joint meeting, North Carolina Association of Nurserymen and Virginia Nurserymen's Association, University of North Carolina, Chapel Hill, N. C.

August 8, summer meeting, Iowa Nurserymen's Association, Charles City.

August 11 and 12, National Mail Order Nurserymen's Association, La Salle hotel, Chicago, Ill.

August 12 to 14, summer meeting, Ohio Nurserymen's Association, Rieger hotel, Sandusky, O.

August 14, summer meeting, the New England Nurserymen's Association, Wyman's Framingham Nursery, Framingham, Mass.

August 17 to 19, annual meeting of the Southern Nurserymen's Association, Admiral Semmes hotel, Mobile, Ala.

August 18 to 22, National Shade Tree Conference, Hotel Statler, Boston, Mass.

August 21, annual summer meeting of the Pennsylvania Nurserymen's Association, Eisler's Nursery, Butler, Pa.

August 25 to 27, convention of the Texas Association of Nurserymen, Hotel Adolphus, Dallas.

August 25 to 27, annual meeting of the Northern Nut Growers Association, Indiana Nut Nursery, Rockport, Ind.

September 8 to 15, International Horticultural Congress, Royal Horticultural Society Hall, London, England. (See program May 1 issue.)

September 10, fall meeting, Western Pennsylvania Nurserymen's Association, Webster hall, Pittsburgh.

September 16 to 18, convention of the California Association of Nurserymen, Catalina island.

September 19 and 20, convention of the nurserymen's group of the Louisiana State Horticultural Association, at Lafayette.

October 3 to 5, Texas Rose Festival, Tyler, Tex.

October 4 to 7, trade meet for Florida nurserymen, Winter Haven, Fla.

## MAIL-ORDER PROGRAM

Plans for the annual meeting of the National Mail Order Nurserymen's Association, to be held August 11 and 12, at the Hotel La Salle, Chicago, have been completed by the program committee composed of Vaughn Woodard, Kimball Andrews and George Rose.

Guest speakers will be Robert Stone, of the National Research Bureau, Chicago, and Gordon Buck, assistant to the president of Foote, Cone & Belding advertising agency, Chicago. Mr. Buck's talk will be entitled "Advertising, Religion and Free Enterprise."

Ten or fifteen of the prize-winning portfolios on direct advertising campaigns from the contest sponsored by the Direct Mail Advertising Association will be on display, and mail-order nurserymen are urged to bring samples of their own direct-mail pieces for display.

A panel composed of nurserymen and advertising men will discuss the question, "What Makes the Nursery Catalog Click?" Nurserymen on the panel will be Wayne Ferris, Earl Ferris Nursery, Hampton, Ia.; Ken Tack, Jackson & Perkins Co., Newark, N. Y.; Robert Helgeson, Burgess Seed & Plant Co., Galesburg, Mich., and Jack Foster, Henry Field Seed & Nursery Co., Shenandoah, Ia.

A number of editors of Garden

Magazine have been invited to present their fall editorial schedules so that the nurserymen may plan their advertising to tie in with them.

## SOUTHERN MEETING PLANS

Final plans have been made for the Southern Nurserymen's Association convention, to be held August 17 to 19 at the Admiral Semmes hotel, Mobile, Ala. Registration will occupy most of Sunday, and the cocktail party, buffet supper and dancing, which will provide the evening's entertainment, are to be supplied by Alabama nurserymen. Monday morning the convention will officially open and hear a welcoming address by Mobile's mayor, H. B. Chase. A. S. Gresham, president of the association, will follow this with his address. A motion picture on Krilium and a talk by J. C.

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Russell, entomologist from Sanford, Fla., will conclude the morning session. After lunch, the group will tour Bellingrath Gardens and the Treasure House, then move to the Gulf Hunting and Fishing Club for a sea food dinner and dancing later in the evening.

Committee reports and election of officers will begin the Tuesday morning session. Dr. Vernon Perry, United States Department of Agriculture nematologist, will talk about "Nematodes Affecting Ornamentals in the South," which will be followed by a movie about azaleas and camellias. A talk by John Fraser III, a director of the American Association of Nurserymen, on "How the A. A. N. Benefits You," and an address on "Retail Merchandising" by O. W. Fraser, Birmingham, will conclude the morning's business.

The ladies will leave in cars at 11 a. m. Tuesday for a luncheon date at the Grand hotel on picturesque Mobile bay. The afternoon will be left open to all members to visit nurseries of their choice. At 6:30 that evening a cocktail party will begin the evening's festivities, followed by the banquet and ball given to honor past presidents of the association. Henri M. Aldridge, a local attorney, will be the banquet speaker.

#### SHADE TREE MEETING PLANS

Plans have been announced for the annual convention of the National Shade Tree Conference, to be held at the Hotel Statler, Boston, Mass., August 18 to 22. Registration for the conference will take place all day Monday, the only business meeting of the day being that of the executive committee, which will meet at 6:30 p. m. Registered members will be able to spend the day visiting the commercial exhibits or attending the meeting of the National Arborist Association, held in the morning and afternoon. That evening, an informal party will be given by the Massachusetts Arborist Association.

President Noel B. Wysong will open the first meeting of the shade tree conference on Tuesday morning at 9:45, which will allow latecomers time to register that morning. The first speaker of the convention will be Earl L. Smith, Babson's Reports, Inc., Wellesley Hills, Mass., who will discuss "Business Trends and What They Indicate for the Future." This will be followed by a talk on "Training Qualified Arborists," to be given by Prof. Gordon S. King, University of Massachusetts, Amherst. At that afternoon's

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Ilex Vomitoria  
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business session, the conference will elect members to the membership and executive committees of several of the administrative regions, hear committee reports and reports of the conference officers and deal with old and new business. This will be followed by an address on "Krilium—Its Use in Arboriculture," by Dr. W. P. Martin, department of agronomy, Ohio State University, Columbus, and an illustrated lecture by Robert A. Snyder, New Bedford Cordage Co., New Bedford, Mass., entitled "The Making and Use of Rope." A plant clinic led by Dr. Spencer H. Davis, department of plant pathology, New Jersey agricultural experiment station, New Brunswick, will conclude the afternoon's program.

The National Arborist Association will hold a dinner and meeting that evening, and a discussion of municipal arboriculture and forestry for city foresters, park superintendents and others interested in public area tree management problems will take place at 8 p. m. Harry E. Turner, secretary of the East Orange, N. J., shade tree commission, will be the discussion leader.

Wednesday's program will be opened by Edward W. Higgins, a past president of the National Shade Tree Conference. Speakers during the morning session will be Dr. William W. Cantelo, Bartlett Tree Research Laboratories, Stamford, Conn., who will talk on "Birch Leaf Miner and Its Control," and Dr. Frank E. Egler, consulting vegetationist, Aton Forest, Norfolk, Conn., who will discuss "Roadside Brush Control—An Application of Plant-community Management." The afternoon will be spent at Tuck's Point, Manchester, Mass., for a clambake, games and swimming. That evening, a meeting of the Public Utility Arborists is scheduled, with Karl Kueimmerling as chairman.

Members at the business meeting Thursday morning will hear more committee reports, elect officers and select next year's convention city. An educational session, presided over by Dr. George Lanford, vice-president of the shade tree conference, will conclude the morning's program. This will feature a discussion of "Some New England Insects and Diseases of Shade Trees and Their Control," led by Dr. Malcolm A. McKenzie, director, shade tree laboratories, University of Massachusetts. President Noel B. Wyssong will preside over the afternoon meeting, at which the following speakers will be heard: Dr. Donald

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Wyman, Arnold Arboretum, Jamaica Plain, Mass., who will discuss "English Gardens and the Woody Plants That Make Them"; Jack Lacy, Lacy Sales Institute, Newton Centre, Mass., "What Makes a Star Salesman Tick?", and A. W. Hurford, Connecticut Forest and Park Association, New Haven, and Edgar G. Rex, New Jersey department of agriculture, Trenton, who will collaborate on the topic "Living with the Dutch Elm Disease." A cocktail party followed by the annual banquet will comprise the evening's entertainment.

The final day of the conference will feature a trip to the Arnold Arboretum, departure scheduled for 9 a. m., and, at a point on the way, members will observe a demonstration of brush control.

#### IOWA SUMMER MEETING

A demonstration of modern nursery equipment will be a major attraction at the summer meeting of the Iowa Nurserymen's Association, to be held at the St. Charles hotel, Charles City, August 7 and 8.

Among the machines to be shown is a new evergreen-balling machine which has met with success in that part of the country.

Thursday evening, August 7, nurserymen will be entertained at a spacious country club, where they will be treated to a sumptuous meal. They will be shown an underground nursery packing cellar, believed to be one of the largest in existence. A cribbage tournament with local nurserymen pitted against all the visitors will help fill the entertainment bill.

#### TEXAS PLANS CONVENTION

A tentative program has been released for the annual convention of the Texas Association of Nurserymen, to be held August 25 to 27 at the Hotel Adolphus, Dallas.

The beginning of the convention will be preceded by a meeting of the executive committee on Sunday, August 24. The entire morning of the following day will be taken up by the registration procedure, and the first meeting of the convention will open in the early afternoon with an address of welcome by the mayor of Dallas. After the obituary report and report by President James B. Fitzpatrick, Sherman, the various committee chairmen will make their reports. The secretary-treasurer's report will be read by Oscar Branch, Fort Worth. Members will then appoint special committees for the

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| Princess Elizabeth, rose-pink.....     | 35.00                  | Blue Parrot, blue.....                         | 35.00                  |
| Prunus, deep pink.....                 | 36.00                  | Fantasy, orchid.....                           | 38.00                  |
| Rose Copland, orchid.....              | 36.00                  | Orange Favorite, orange.....                   | 44.00                  |
| Wallstreet, light yellow.....          | 36.00                  | Sunshine, yellow.....                          | 50.00                  |
| Wm. Pitt, red.....                     | 36.00                  | Therese, red.....                              | 50.00                  |
| Zwanenburg, white.....                 | 42.00                  | CROCUS in yellow, blue, white,<br>striped..... | 28.00                  |
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|  |                        | Mrs. E. M. Krelage.....                        | 85.00                  |
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coming year. John C. White, Texas state commissioner of agriculture, will conclude the day's meeting with a talk on nursery inspection activities in the state. An entertainment feature called "Pappy's Showland" will be given that evening.

Tuesday the program will start off bright and early with a talk on merchandising by Kenneth Haysler, Cloverset Flower Farm, Kansas City, Mo. This is to be followed by an address on trade relations by William J. Smart, D. Hill Nursery Co., Dundee, Ill. Contemporary landscape operations in the south, the topic of Hubert B. Owens, University of Georgia, Athens, will conclude the morning's program.

The ladies will hold a luncheon and style show in the hotel at noon-time. Trade meetings, consisting of round-table discussions of three branches of the nursery business, will fill the afternoon session of the convention. Chairman of the wholesale trade round table will be James Lauden, Tyler; the landscape round table will be led by Ralph Gunn, Houston, and Frank Cornelius, Houston, will officiate for the retail trade discussion. That evening there will be a banquet and dance in the hotel's main ballroom. Presentations of the membership award and the Arp award will be made by L. C. House, Tyler, and Don King, Lubbock, respectively.

Reports of special committees and a talk on activities of the American Association of Nurserymen, given by Curtis Porterfield, A. A. N. administrative assistant, begin the final meeting of the convention Wednesday morning. This will be followed by action on unfinished business and on the committee reports given Monday. New business, election of officers and the selection of the 1953 convention city will round out the morning. With those matters concluded, the members will adjourn to the banquet hall for a luncheon sponsored by the A. A. N., at which Peter Cascio, newly elected president of the A. A. N., will give an address.

#### FLORIDA TRADE MEET

The annual fall trade meet of Florida nurserymen will be held October 4 to 7, at Winter Haven.

SAILING for Europe, August 12, on the S. S. Nieuw Amsterdam, Mr. and Mrs. Paul Offenberg, Paul Offenberg Nurseries, Columbus, O., will take their car along and motor through Holland, Germany, Switzerland, France and Italy, arriving home the middle of October.



## OBITUARY

### William Turner

William Turner, 92, former owner of Turner Bros. Nursery, died June 25 at Long Branch, N. J.

He was born in Devonshire, England, and came to the United States around the turn of the century. He had been a resident of West Long Branch, where the nursery is located, for 51 years.

Mr. Turner was a life member of the Elberon Horticultural Society and of the National Association of Gardeners. The Turner firm is a member of the American Association of Nurserymen.

Besides his daughter, Mrs. Raymond Hendrickson, Long Branch, he is survived by three sons: Arthur R. and Ernest A., of West Long Branch, the present owners of the Turner nursery, and William H., Lyons, Kan.

### R. C. Wilson

R. C. Wilson, 53, owner of Roselawn Nurseries, Winnsboro, Tex., died July 17.

Mr. Wilson was born in Georgia in 1899 and founded the Roselawn Nurseries at Myrtle Spring, Tex., in 1925. He married Mrs. Lottie Marie Fugate in 1927. His two sons, C. W. and Kenneth L. Wilson, assisted him in the operation of his firm until his last days and plan to continue the nursery, with the assistance of his widow, at the same location.

Mr. Wilson was a member of the American Association of Nurserymen and the Texas Association of Nurserymen.

In addition to his widow and two sons, Mr. Wilson is survived by two brothers and four sisters.

### Richard Guldmond

Richard Guldmond, owner of Blue Ridge Nurseries, Harrisburg, Pa., died July 15.

Born in Boskoop, Holland, Mr. Guldmond formed an early association with the nursery business which he continued after entering the United States in 1910. His first position here was with a rose-growing firm in Oregon. His next affiliation was with Hicks Nurseries, Westbury, L. I., N. Y., as propagator in what was one of the first greenhouses devoted to nursery stock propagation in this country. In 1917, he became manager of the P. N. Koster Co., Bridgeton, N. J. He founded the Blue Ridge Nurseries in 1922 and was also owner and operator of the

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Blue Ridge memorial gardens, where  
his interment was made.

Mr. Guldemond was a member  
of the Pennsylvania Nurserymen's  
Association and the American Asso-  
ciation of Nurserymen. He belonged  
to various Masonic bodies, including  
Zembo temple of the Shriners, Har-  
risburg.

In addition to his widow, Cornelia,  
a daughter, Mrs. Giles Light, and  
two grandsons, he is survived by his  
father, who conducts a nursery busi-  
ness in Holland.

**Henry T. Maxwell**

Henry T. Maxwell, 71, nursery-  
man and 4-term mayor of Geneva,  
N. Y., died June 21, after a long  
illness.

Born February 4, 1881, at Geneva,  
the son of Henry E. and Agnes  
Smith Maxwell, he followed the car-  
eer of his father, who founded, in  
1847, the city's oldest nursery busi-  
ness. He served as president of T. C.  
Maxwell & Bros., nurserymen and  
fruit growers, and as general man-  
ager of Rice Bros. Co. After  
merger of the two firms he was part  
owner and secretary-treasurer of  
Maxwell, Bowden & Rice, Inc.,  
from 1938 to 1951, at which time he  
sold his interest and retired.

Mr. Maxwell began a career in lo-  
cal politics in 1917 and by 1938 had  
served as an alderman, president of  
the Geneva common council and  
mayor for a total of eight years.

He was the 1940 president of the  
New York State Nurserymen's Asso-  
ciation and was a member of the  
American Association of Nursery-  
men.

Mr. Maxwell is survived by his  
widow, Isabella Rice Maxwell; a  
daughter, Mrs. Stanley R. Prout,  
Newark, N. J.; three sisters; two  
grandchildren, and a niece.

**Richard H. Frank**

Richard H. Frank, 47, a Chicago,  
Ill., landscape nurseryman, died July  
9 while supervising work at a Chi-  
cago library. Mr. Frank headed his  
own landscape business and had been  
a resident of Chicago for 25 years.

Surviving are three sisters, Mrs.  
Marguerite Jones, Mrs. Ruth Hatch,  
and Mrs. Elsie Breeden, and three  
brothers, Emil, Jay and Albin. Burial  
was at Mr. Frank's place of birth,  
Charles City, Ia.

**Warren B. Mack**

Dr. Warren B. Mack, 56, head of  
the department of horticulture,  
Pennsylvania State College, State  
College, died July 6 at Philadelphia.

Dr. Mack was born in 1896 at  
Flicksville, Pa., the son of Oscar and

Annie Mack. He spent his early life on his father's farm, beginning his career as a teacher in a New Jersey high school. He joined the Pennsylvania State College faculty in 1923 as an instructor in horticulture, marrying Pauline Gracia Beery that same year. In 1937, he became head of the department of horticulture.

Dr. Mack was, in the past, chairman of the American Society of Horticulture Science executive committee. He was a member of the Phi Beta Kappa, Phi Kappa Phi and Alpha Zeta fraternities. He is survived by his widow, who will move to Denton, Tex., shortly.

#### Henry F. Bente

Henry F. Bente, 87, Leavenworth, Kan., the state's oldest nurseryman, died June 25, at his home after a critical illness of a week.

Mr. Bente was born in the province of Hanover, Germany, in 1865. He came to this country with his parents in 1880 and settled in Missouri. After farming for a few years with his parents, Mr. Bente bought a farm near Leavenworth, where he established a nursery, developing a large wholesale business. Several years ago he retired, moved to Leavenworth and indulged in his hobby of growing lilies.

He is survived by his brother, Fred Bente, Riverside, Calif., and several nieces and nephews.

#### PAST PRESIDENT HONORED

What was to have been ladies' night for the North Jersey Metropolitan Nurserymen's Association turned out to be a surprise testimonial dinner for the past president of the group, Roy Blair, Blair's Nurseries, Nutley. The surprise party was held at the Cottage, June 14, and attended by 70 persons, all of whom expressed immense satisfaction over the steak dinner arranged by Hans Hess and his committee. Frank LaBar did his usual splendid job as master of ceremonies.

Guest of honor was Dr. Richard P. White, executive-secretary of the American Association of Nurserymen, who gave a talk on the qualities that make a good president and gave a short resume of what Roy Blair accomplished while in office. He then presented Mr. Blair with a watch as the association's token of appreciation for all his good work. Mrs. Blair was also given a present by the group. The association felt it an honor to have Dr. White come all the way from Washington, D. C., to attend and make the dinner a success. Ed Wyckoff, Sec'y.

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# Oregon Nurserymen Meet

By James A. Doty

Once a year, in Oregon, the nurserymen of the state and some from neighboring states are for two days guests of the Oregon State College and the Oregon agricultural experiment station. The Oregon Association of Nurserymen members and others converge on the city of Corvallis for the annual spring meeting for nurserymen. The meeting was held this year on June 25 and 26 under the excellent chairmanship of Prof. Henry Hartman, head of the college's department of horticulture. Assisting on the program were members of the college and experiment station staff from the various school departments.

To welcome the nurserymen in the ballroom of the campus Memorial Union building was E. B. Lemon, dean of administration. In his address Dean Lemon reviewed the continual activity of the college in meeting with various agricultural commodity groups such as the nurserymen. He stressed the importance of the experimental work of the college with relation to promoting and bettering agricultural industries in the state. After this welcome, Professor Hartman presented Prof. J. B. Rogers, head of the department of agricultural engineering. Professor Rogers reviewed the brief fundamental requirements of equipment for nursery operation.

Highlighting the morning session of this spring meeting was a report on the recent International Plant Protection Conference held at Rome, Italy. Frank McKennon, active leader on the United States plant board and chief of the division of plant industry for the Oregon state department of agriculture, made the extended trip to Rome to represent the United States at this conference. Mr. McKennon reviewed the conference proceedings and also gave some interesting side lights of his trip by reporting on conditions in Europe as he saw them, both from an agricultural standpoint and from the standpoint of general internal welfare conditions. The extended portion of Mr. McKennon's trip included surveys of plant protection service in France, Belgium, Holland and other countries throughout western Europe.

Following an adjournment for lunch, the nurserymen gathered again in the early afternoon to hear

a review of the latest control measures for insect pests of nursery stock, given by Robert W. Avery, extension entomology specialist. In his presentation of new and current controls, Mr. Avery commented on the close cooperation that has existed between college entomologists and nurserymen, thus furthering the active war against insect pests. In a forceful conclusion he stressed the three musts of insect control: (1) One must know the insect; (2) he must use the proper insecticide, and (3) he must have proper timing with control measures.

Ever gaining more importance in nursery planning (and rightfully so), is soil conservation. Howard E. Cushman, extension soil specialist, was present for the afternoon to give the nurserymen a thorough insight into the present soil studies of Oregon State College. Mr. Cushman centered his talk on findings that aid good soil conservation practices for the nurseryman.

Completing the afternoon session,



New Oregon Association Emblem.

Professor Hartman reviewed the nutrition situation in horticultural plants. He then presented the visiting professor in the department of horticulture, Dr. E. J. Kraus. Dr. Kraus displayed color slides and commented on new and unusual azalea varieties, including many from his recent work and extensive research on the crossing of mollis and other azalea varieties. The first meeting day was brought to a close with a fine banquet, toastmastered by R. W. Henderson, of the agricultural experiment station.

The second and final day of the spring meeting was devoted almost entirely to trips into the field. On the morning schedule was a trip to the Lewis-Brown horticultural farm experimental plots, where members

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of the college and experiment station gave on-the-spot reports on investigations and experiments in entomology, plant pathology, soils and horticulture.

Returning to the headquarters hotel at Corvallis for luncheon, the nurserymen heard from two speakers who reported on two of the most recent advances in nursery practices. R. A. Pendleton, professor of soils, gave an interesting and practical report on the new soil conditioner, Krilium. Taking over the rostrum from Professor Pendleton, Samuel K. Kamaka, graduate student in entomology, gave a talk on a new plant science still in its early experimental stages. Titled "Systematic Insecticides," the report was one of the most interesting talks of the meeting.

With the luncheon program completed, the nursery group again adjourned to the field, this time for a tree and shrub identification tour about the campus. This tour, under the leadership of Donald J. Mortel, head of the department of landscape architecture, completed the annual spring meeting for nurserymen.

#### CALIFORNIA COURSE

Highlight of the fourth annual refresher course for nurserymen was the awarding of honorary B.G.S. (bachelor of garden science) degrees to 14 nurserymen and wives who had "survived" the courses for four consecutive years. In a final ceremony at the fourth course, June 5, President Julian A. McPhee, of California State Polytechnic College, presented diplomas to the deserving nurserymen.

Sponsored jointly by the California Association of Nurserymen and the ornamental horticulture department of the college, this year's sessions were pronounced the best yet by the 269 nurserymen and wives in attendance at San Luis Obispo.

Opening the refresher course June 4, Chairman Donald Perry, of the Sunnyside Nursery, San Anselmo, stressed the importance to nurserymen of knowing the relationship between their business and other businesses and being alert to new developments.

Topics discussed included the following:

"Price Trends in the Nursery Business," by John A. Armstrong, Armstrong Nurseries, Ontario.

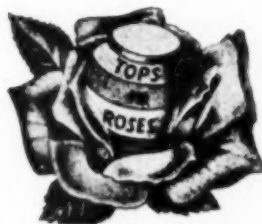
"Customer Relations and Their Importance to a Successful Operation," by Howard Willoughby, executive vice-president, Sunset magazine.

"Profitable Nursery Landscape Operation," by Henry Soto Corp., Los Angeles.

Panel discussion on "Merchandise and



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11. Foundation and Border Plants
12. Foundation Planting Problems
13. Vegetable Gardening
14. The Rose—Rose Culture
15. Propagation of Plants by Cuttings
16. How to Make Drawings that Secure Jobs
17. How to Grade, Drain and Shape the Grounds
18. Lawns—Installation—Maintenance
19. Walks, Roads and Pavements
20. Use of Garden Features and How to Build Them
21. Flower Borders and Rock Gardens
22. Garden Pools—Geometric—Informal
23. Fertilizers—Soil Preparation
24. The Formal Garden
25. The Formal Garden Plan
26. Pruning—How and When to Do It
27. Transplanting Operations
28. Landscape Maintenance
29. Public Grounds—Design
30. Surveying—Scale—Orientation
31. Surveying—Plane Table Method
32. Surveying—Transverse Method
33. Surveying—Mathematics—Tables
34. Tree Surgery
35. Budding and Grafting
36. Sprinkler Systems
37. How to Conduct Your Business
38. Economics of Garden Planning
39. Beauty—What It Is
40. Elements of a Successful Garden
41. Texture of Plants and Materials
42. Design and Planting Analysis Problem 1
43. Design and Planting Analysis Problem 2
44. Design and Planting Analysis Problem 3
45. Design and Planting Analysis Problem 4
46. Design and Planting Analysis Problem 5
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"Nursery Advertising," by James McLain, business manager, San Luis Obispo Telegram-Tribune.

"How to Handle and Promote the Sale of Bulbs," by Jan de Graaff, Oregon Bulb Farms, Gresham, Ore.

Panel discussion on "Soil Sterilization and Soil Mixtures," led by Dr. Kenneth Baker, division of plant pathology, University of California at Los Angeles.

"Fertilizing Problems," by Dr. Logan Carter, head of soils science department, Cal. Poly.

"New Plant Introductions," by Dr. V. T. Stoutemyer, division of floriculture and ornamental horticulture, U.C.L.A.

"Using Photography in the Nursery Business," by Ken Kitch, head of agriculture journalism department, Cal. Poly.

Panel discussion on "Ornamental Pest Control," led by Stanley Mather, nursery service, California state department of agriculture; Dr. R. N. Jefferson; Dr. Lee Brown, division of ornamental pest control, U.C.L.A.; J. Harold Mitchell, entomologist, San Gabriel; "Bud" Mack, entomologist, Montebello.

### 98th REDWOOD MEETING

Interesting colored slides of a recent trip to Mexico City and Guatemala presented with appropriate comments by Donald Perry, Sunnyside Nursery, San Anselmo, filled most of the short, informal meeting of the California Association of Nurserymen's Redwood Empire chapter, held at the Hamilton House, June 10.

After President James Gaddis, Gaddis Nursery, Santa Rosa, opened the meeting, Harold Prickett, Prickett's Valley View Nursery, Santa Rosa, informed the group that he had been contacted by the state association officers concerning the sponsoring of the 1953 state convention.

Ernest Munson, Sunnyside Nursery, was appointed to pick a location for the annual chapter picnic.

The meeting then approved an application for membership by Jack Alverado, representing Watkin & Sibbald, San Anselmo, who had been introduced earlier in the meeting.

After the business meeting Donald Perry gave a report on the refresher course which was held at California State Polytechnic College, San Luis Obispo, June 4 and 5.

Flowers were sent by the chapter for the Bennett funeral, and then President Gaddis concluded the meeting with the appointment of Harold Prickett and Henry Martin to handle arrangements for the next dinner and program.

Hugh Wallace, Sec'y.

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## CENTRAL CHAPTER MEETING

The most successful meeting of the entire season for the Central chapter, California Association of Nurserymen, was the final meeting, held June 10, at the Orchard Nursery, Lafayette, Calif. Prior to calling the meeting to order, the 65 members and guests toured the grounds and African violet house of the Orchard Nursery.

The business meeting was called to order by President Warren, and Secretary Snyder was called on for a report of the executive committee meeting held May 27.

At the November 13 meeting, two motions were brought up for consideration by the general membership and after some discussion were tabled for consideration at a later date. President Warren suggested that these two motions be disposed of at this meeting and asked the secretary to read the first motion, which was in connection with the motion passed at the October meeting in regard to the office of vice-president; instead of the office of vice-president being elective, the immediate past president would act as vice-president for the ensuing year. There was somewhat divided opinion regarding this motion, and, since there was little agreement as to the best way to handle this, the floor asked for the question and the motion failed to pass.

The second motion then was read to the membership. This would change the constitution and bylaws to give all nine members constituting the executive committee full power and authority to transact the business of the association. The membership was agreed on this change, and the motion passed.

President Warren read a letter from Elmer J. Merz regarding an apprenticeship program for training nursery personnel as worked out by the San Diego chapter with the San Diego office of the state division of apprenticeship standards. Any members wishing further information regarding this program are instructed to contact Secretary Snyder.

V. L. Goldman was called on for a further report regarding the proposed radio program this fall. For the benefit of those members who were not familiar with the details, he outlined again what the Central chapter had in mind.

President Warren announced that this was the last meeting for the summer, the annual picnic to be held in August and the next regular meeting scheduled for September.

John Snyder, Sec'y.

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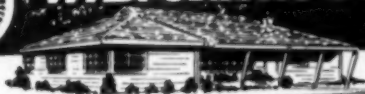
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Ely and Fern Streets  
ONTARIO, CALIFORNIA

### A. A. R. S. MEETS

[Continued from page 16.]

Keith Monaghan, Howard Rose Co., Hemet, Calif.

In its program to "Beautify America with Roses," the All-America Rose Selections, Inc., has supplied 89 public rose gardens throughout the United States with 6 to 20 plants each of the 1953 All-America rose selections, Ma Perkins and Chrysler Imperial. These roses were in bloom at these gardens during the period of the Detroit meetings. In these gardens, nurserymen and the general public have an opportunity to inspect and evaluate the roses. W. Ray Hastings, Harrisburg, Pa., executive secretary of the A. A. R. S., invites nurserymen who know of other gardens which might be appropriate show places for the A. A. R. S. selections to write to him and let him know about them. In writing, nurserymen are requested to give the name of the garden, its address and the name of the supervisory official.

### PROPAGATORS' SOCIETY

At a meeting at Detroit, held during the annual convention of the American Association of Nurserymen, the Plant Propagators Society was formally established with the adoption of a constitution, election of officers and selection of a date for the second annual meeting.

The society, which had its first meeting at Cleveland, November 9, 1951, unanimously elected James S. Wells, Koster Nursery, Bridgeton, N. J., as president; Dr. L. C. Chadwick, head of the department of horticulture, Ohio State University, as vice-president, and Edward H. Scanlon, editor of Trees magazine, as secretary-treasurer.

To speed up the organization process, 17 charter members were declared as the nucleus about which to set up the necessary constitution and election of officers. The constitution adopted stressed that members will be invited to join on the basis of their knowledge and experience in the art and science of plant propagation and their willingness to exchange their knowledge with others. This is the backbone of the society, and it was agreed that the membership committee should thoroughly screen all prospective members carefully for these attributes. It was agreed that the society fills a badly needed place in the profession of horticulture and it must be kept on a high plane.

The second annual meeting will be held at Cleveland, December 5

## OREGON'S BEST SOURCE OF GOOD ROSES

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1952 edition off the press September 1.

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BRAND  
**CEDAR SHAVINGS**  
P. O. BOX 98 NORTH PORTLAND, ORE.



and 6, 1952. The first day will be given over to closed sessions for members, and the second day will feature papers by outstanding authorities in the field of propagation.

### CAMELLIA GROUP

At their meeting July 15, members of the All-America Camellia Selections re-elected their officers and selected test gardens where entries for All-America camellia selections will be tested and judged.

Officers to serve for another year are president, Herbert Swim, Armstrong Nurseries, Ontario, Calif.; vice-president, Elwood Stephens, Semmes Nurseries, Semmes, Ala., and secretary, David Cook, California Camellia Gardens, North Hollywood, Calif. Re-elected directors are Mr. Swim and Mr. Stephens; Martin Usrey, Monrovia Nursery Co., Monrovia, Calif., and C. Norwood Hastie, Jr., Magnolia Gardens, Charleston, S. C. A new director is Ed Arneson, California Camellia Gardens, San Fernando, Calif.

The test gardens will be at Lewis and Clark College, Portland, Ore.; the State Capitol Nursery, Sacramento, Calif.; California Camellia Gardens, San Fernando, Calif.; Southwest Louisiana Institute, Lafayette, La.; Overlook Nurseries, Crichton, Ala., and Magnolia Gardens, Charleston, S. C. While several of the gardens will be located at and maintained by commercial nurseries, none of the judges will be commercial camellia growers.

Entries are already being received for testing, which will start in the fall. It will be about two years, however, before the first All-America camellia award winners are named.

### LONG ISLAND MEETING

Early plans for the garden show to be given by the Long Island Nurserymen's Association were announced during a recent meeting of the association at Rothmann's restaurant, East Norwich, N. Y. Charles Mouquin, Eugene Henri Mouquin, Inc., Glen Head, chairman of the garden show committee, advised that the show would be held before March 15, 1953, at the Roosevelt raceway, if it is available. The admission charge will be kept below one dollar, and the show will be sponsored by a charity fund. The nurserymen will publish a brochure in which advertising space will be sold. Bulb growers and florists will be invited to participate in the show.

The subject of unethical advertis-

## SHERWOOD'S BR NURSERY STOCK

Pre-catalog listing of a few choice items for fall delivery:

### Azalea Hinodegiri (Crimson Azalea)

Dwarf, very compact, evergreen azalea. Heavy glossy foliage, hardy in western Oregon. When in bloom the plant is completely covered with bright red flowers, so that the foliage is hidden. One of the most showy and one of the most popular dwarf ornamental shrubs.

|   |        |         |
|---|--------|---------|
|   | 10     | 100     |
| 9 to 12 inches, twice transplanted BR specimens | \$7.20 | \$65.00 |

### Azalea mollis (Chinese Azalea)

Very hardy. Blooms before leafing. Foliage bright green and attractive, turning to gorgeous shades of bronze and red in the fall. Flowers are large and borne in great profusion. It has an irresistible appeal and is a great favorite of all who know it. Its plantings cannot be overdone. We are offering choice plants chiefly in the popular shades of salmon and orange.

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| 12 to 15 inches, twice transplanted BR budded specimens | \$8.10 | \$73.00 |
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### Sherwood Orchid Azalea

This is a hybrid Hinodegiri and our own introduction. We have been growing it for several years in our nursery where it has attracted much attention. Foliage about the size and gloss of the Hinodegiri Crimson Azalea, but the plant is hardier. Flowers are a clear lavender with speckled throat, completely cover the plant and are large for a dwarf-size azalea. This evergreen fills a need which has not been met by any other azalea. Although showy, it harmonizes with other colors in the garden. Mass plantings in gardens or on slopes and terraces are unexcelled.

|   |        |         |
|---|--------|---------|
| 9 to 12 inches, twice transplanted BR specimens | \$7.20 | \$65.00 |
|---|--------|---------|

### Kalmia latifolia (Mountain Laurel)

Native of the Appalachian mountains. Grows into compact, symmetrical shrub, densely covered with foliage. Leaves medium-size, glossy and unchanging throughout the year. When in bloom the plants are literally bouquets of lovely, cup-shaped flowers, ranging from almost white to deep pink in color on individual specimens. Effective singly or in mass plantings. Height 3 feet or more. Very hardy and very desirable.

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| 12 to 15 inches, twice transplanted BR specimens | \$9.70 | \$86.00 |
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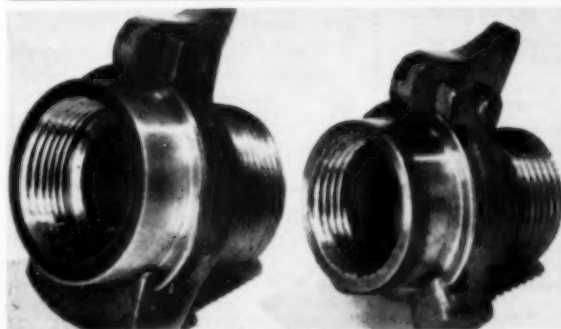


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English Privet Cuttings

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ing and business practices was brought up by President Hewlett W. Lewis, Lewis & Valentine Nurseries, Greenvale, N. Y., and discussed at great length.

President Lewis told the members a group of landscape architects who do municipal and government landscaping are to meet with a group of nurserymen to decide whether or not the nurserymen can produce the material needed for several landscaping projects the architects are anticipating. Action by several communities and even states to grow their own nursery stock for municipal projects stimulated this move by the nurserymen. They felt that a meeting with the architects was desirable to determine which plant material, and in what quantities, is to be used.

Allan Dalsimer, Dalsimer, Inc., Cedarhurst, gave a complete report on the progress and projects of the Long Island Horticultural Foundation. He suggested that the members vote in favor of granting \$500 of the foundation's money for a humidifier to be used in the foundation's propagating department. A motion to this effect was unanimously passed.

The Laurel Hill Nursery, Northport, and Maura Bros. & Co., Manhasset, were accepted as members of the association.

George Hart, Hart's Nurseries, Wading River, reminded the group of his invitation to be his guest at the nursery for the August meeting. The invitation was accepted with alacrity, and the meeting planned for sometime late in August. L. A. W.

**NEW MEXICO CONVENTION**

Presentation of a 5 to 6-foot Koster blue spruce to the city of Clovis, N. M., for the city's uncompleted library marked a high point of the New Mexico Association of Nurserymen's annual convention, held at La-Vista courts, June 19 to 21. The nurserymen expressed the hope that the spruce and the library could grow together.

The 35 New Mexico nurserymen attending the convention elected Frank Feather, Mesilla Park Plant Farm, Mesilla Park, as the group's president for the coming year. The new vice-president is Horace Kershner, Sandia Gardens, Albuquerque, and Mrs. Frances Hassinger, Professional Landscaping Service, Albuquerque, became the secretary-treasurer. Two new members of the board of directors are LaVerne Kershner, New Mexico Nurseries,

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**FLOWERING CRABS**

40 varieties to choose from, including varieties such as:

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| Atrosanguinea    | Huopenhensis   |
| Dolgo            | Purpurea       |
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| Oekonomierat     | Echtermeyer    |
| (weeping)        |                |
| Red Silver       | Toringoides    |
| Also Fruit trees | Shade trees    |
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Clovis, and David Gaunt, Heights Nursery, Albuquerque.

Friday morning found conventioners at breakfast from 5 a. m. until 8:30, when registration began. At 9 a. m., the convention was called to order, and the secretary read the minutes of the 1951 convention. The board meeting of the previous night was reported, and the 1953 convention city was agreed to be Las Cruces. The dates of the convention will be June 9 and 10.

The early part of the afternoon was given to the presentation of the spruce tree mentioned before, and after this the whole assembly toured the New Mexico Nursery, of La-Verne Kershner, to inspect the new office, potting sheds and 15 acres of growing nursery stock.

The final session of the convention was called to order Saturday morning by the new president, Frank Feather, and opened with the report of members that had died since the last convention.

A luncheon and prolonged farewells ended this second annual convention of the New Mexico Nurserymen's Association.

#### LANDSCAPE CONFERENCE

The annual summer meeting of the Michigan Landscape Conference was held July 10 in conjunction with the nursery and landscape management conference at Michigan State College, East Lansing.

Following the acceptance of the minutes and the treasurer's report, Ted Laetz discussed some of the developments which had arisen during the board of governors' meeting and issued a plea for material and advertising for the Michigan Landscape News.

Edwin E. Smith, business manager of the Michigan Landscape News, reported on the advances made during the past year and presented the plans for future issues.

Prof. F. L. O'Rourke, acting in behalf of Manly Webb, educational chairman, told of various education plans which were being considered. He told of plans of various local groups to hold 1-day field meets in their own areas, in conjunction with the Michigan Landscape Conference. After his report, the group unanimously voted to hold the winter meeting of the Michigan Landscape Conference at Kellogg Center, December 11 and 12. This meeting is to be cosponsored by the Lansing area group, the Central Michigan Landscape and Nurserymen's Association.

J. L. S.



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50 at 100 rates, 250 at 500 rates.

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## SOUTH CAROLINA MEETS

[Continued from page 24.]

and discussions. Reports and demonstrations of laborsaving devices were presented by various members. Serving as moderator for the session was Robert Marvin, Wildwood Nurseries, Walterboro. This proved to be a most popular part of the program.

A most instructive lecture on container-grown plants was given by John Coleman, Portsmouth, Va. He pointed out requisites for success in this line and outlined treatment for diseases. He then led a discussion on the subjects and answered questions.

President Aichele announced the final business session and called for discussion on old business matters. In the line of new business Norwood Hastie suggested that something be done about the members who have been delinquent for a long time. Several ideas were expressed, and it was decided that the secretary would act on the matter. Mrs. Margaret Higdon made a motion that the association purchase a duplicating machine for use in getting out letters and information to the membership. The motion was carried.

### Committee Reports

President Aichele then called for committee reports: Auditing committee chairman, J. W. Parks, reported the treasurer's record to be in good standing. The resolutions committee chairman, Mrs. Higdon, presented several resolutions to the membership. Besides voting a resolution of thanks and appreciation to Clemson House and college authorities for their courtesies and contributions in the way of personnel, the members decided to request the federal housing authority to review its present policy about the consignment of landscape work for its sponsored housing projects in South Carolina. They requested specifically that shrubbery used in all FHA building jobs be of high quality, that it be approved by some capable nurseryman or landscape architect and that the shrubbery be purchased from some bona fide nursery or nurseryman. Further resolutions were received and passed commending the association's retiring president and secretary-treasurer for their great efforts and outstanding accomplishments. It was then that the aforementioned elections were held for new officers.

The newly elected president, Dwight Cain, then took the chair and received the gavel from the retiring president. After thanking the



association for his election, he opened the meeting to decide a location for the convention next year. Charleston was elected, and, as the gavel was sounded for the adjournment of the 1952 convention of the South Carolingian words remained an echo, "We'll see you at Charleston next year!"

### WISCONSIN MEETING

The woods and trails of northern Wisconsin formed the setting of the summer meeting of the Wisconsin Nurserymen's Association, June 20 to 22. Usually, summer meetings are held in the Milwaukee vicinity, and then only for one day. This year it was decided to try a 2 or 3-day meeting at a spot where the entire family could enjoy a real outing. The location agreed upon was the Deer Trail Lodge, Heafford Junction, right in the heart of the northern resort area. The lodge terminated the stay of all guests not connected with the association on Friday, June 20; so it may be truthfully said that the entire lodge and its facilities were turned over to the group.

Everyone agreed the meeting was an enormous success. Horseback riding, badminton, tennis, cycling, swimming in the lodge pool, fishing and boating were activities enjoyed by all. Excellent equipment and able instructors were even provided by the lodge for anyone needing them. On Friday evening, free music was supplied by the management for dancing. On Saturday night, they furnished, at nominal cost, a 3-piece orchestra which gave the festivities a real sparkle.

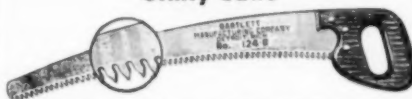
The business meeting Saturday afternoon proved so interesting and was so well-attended that it lasted several hours. The atmosphere of relaxation and friendliness was sensed by many and voiced by more than a few. It was decided to return to the lodge for next year's summer meeting and invite the Illinois State Nurserymen's Association to join the outing, as the lodge has accommodations for about 125 persons. Several of the associate members of the Wisconsin group from Illinois were on the outing, including Mr. and Mrs. Victor de St. Aubin, president of the Illinois Nurserymen's Association.

The accommodations and food at the lodge equaled those of the best metropolitan hotel, and the cost was not more than it would have been if the same time had been spent traveling on the highway.

Unfortunately, the attendance was not so great as had been anticipated, there being 65 registered. T. P.

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Plants unconditionally guaranteed for planting during June, July and August. Guarantee is based on actual experience in commercial and garden plantings over a number of years. Fill your Strawberry orders received during the summer. Our plants are in cold storage in excellent dormant condition. Grown in chemically treated soil, free from disease and insects. Prompt shipment guaranteed.

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| Blackmore .....         | .45    | 1.35   | 2.50   | 8.50    |
| Dorsett .....           | .45    | 1.35   | 2.50   | 9.00    |
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11 to 13 ins. circ. .... 30.00 per 100  
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LYCORIS Squamigera (Amaryllis Hallii), \$35.00 per 100, \$300.00 per 1000. Fine bulbs, delivery October-November.  
R. BAKER Owego, N. Y.

## CAMELIAS

### CAMELIAS

CHOICE VARIETIES OUT OF 4-IN. POTS  
Transplanted from 2½-in. pots, one-year ago.

12 to 16 ins., 50c each.

WRITE FOR ILLUSTRATED PRICE LIST.

DESCANSO DISTRIBUTORS, Inc.  
Pipeline at Walnut, Chino, Calif.

### CAMELIA CUTTINGS

321 SELECTED VARIETIES

Write for new list.

ABROT'S SUNNY KNOLL NURSERY

Rt. 2, Box 182-A Mobile, Alabama

## EVERGREENS

### EVERGREENS, LINING-OUT STOCK

|                                 | Per 100            |
|---------------------------------|--------------------|
| Euonymus fortunei .....         | 2½-in. pot \$17.50 |
| Euonymus fortunei erecta .....  | 2½-in. pot 12.50   |
| Euonymus fortunei vegetus ..... | 2½-in. pot 17.50   |
| Juniperus glauca hetzi .....    | 2½-in. pot 20.00   |
| Juniperus douglasii .....       | 2½-in. pot 20.00   |
| Juniperus hibernica .....       | 2½-in. pot 15.00   |
| Taxus cuspidata .....           | 2½-in. pot 22.50   |
| Taxus hicksii .....             | 2½-in. pot 25.00   |
| Thuja pyramidalis .....         | 2½-in. pot 20.00   |
| Thuja woodwardii .....          | 2½-in. pot 20.00   |
| Improved .....                  | 2½-in. pot 20.00   |

### IVIES

Hedera helix (Large-leaved English) .. 2½-in. pot 12.50  
Hedera h. arborescens (Tree Ivy) .. 2½-in. pot 20.00  
No charge for packing when cash accompanies order.

THE HOLLANDIA GARDENS  
South Vienna, Ohio

### PRIVET

Thousands Amor River North 12 to 18 ins., \$2.00 per 100; 2 to 3 ft., \$4.00 per 100; 4 to 6 ft., \$5.00 per 100.

Attractive price on 1000 or more lots.  
WOODLAWN NURSERY  
Greenville, Ga.

OREGON ENGLISH HOLLY TREES  
ALFRED TEUFEL  
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## EVERGREEN LINERS and CUTTINGS

### POT-GROWN AND TRANSPLANTS

|  | Each—Per 100 | Per 1000 |
|--|--------------|----------|
| Juniperus hetzi glauca, 1-yr. pots .....       | \$0.24       | \$0.22   |
| Juniperus chinensis pfitzeri, 1-yr. pots ..... | .24          | .22      |
| Arborvitae, Pyramid, 1-yr. pots .....          | \$0.20       | \$0.18   |
| Arborvitae, Pyramid, 3-yr., field-grown .....  | .26          | .24      |
| Arborvitae, American Dark Green, 1-yr. ....    | .20          | .18      |
| Arborvitae, Globe Woodward, 1-yr. ....         | .20          | .18      |
| Biota Aurea Nana, 1-yr. pots .....             | .22          | .20      |

### HEAVY-ROOTED CUTTINGS

From flats, rooted outside in lath house. Delivery now.

|  | Each—Per 100 | Per 1000 |
|--|--------------|----------|
| Juniperus hetzi glauca .....                 | \$0.11       | \$0.10   |
| Arborvitae, American, Dark Green .....       | .10          | .09      |
| Arborvitae, Globe Woodward .....             | .10          | .09      |
| Arborvitae, occidentalis elegantissima ..... | .10          | .09      |
| Arborvitae, Pyramid .....                    | .10          | .09      |
| Euonymus patens .....                        | .07          | .06      |
| Juniperus hetzi glauca .....                 | .12          | .11      |
| Taxus media hicksii .....                    | .11          | .10      |
| Taxus Browni .....                           | .11          | .10      |
| Taxus cuspidata .....                        | .11          | .10      |
| Taxus Intermedia .....                       | .11          | .10      |

2 per cent discount and free packing for cash with order.

250 plants at 1000 rate.

MIAMI NURSERY CO.

Tipp City, Ohio

### AMUR RIVER NORTH PRIVET

Excellent stock, well-bred.

|                    | Per 100 | Per 1000 |
|--------------------|---------|----------|
| 12 to 18 ins. .... | \$3.00  | \$20.00  |
| 18 to 24 ins. .... | 4.00    | 25.00    |
| 2 to 3 ft. ....    | 5.00    | 30.00    |
| 3 to 4 ft. ....    | 6.00    | 40.00    |

Orders filled promptly.

TIDWELL NURSERIES

Greenville, Ga.

### EVERGREEN LINERS

|                                       | Per 100 | Per 1000 |
|---------------------------------------|---------|----------|
| Andorra Junipers, 6 to 9 ins. T. .... | \$10.00 | \$ 30.00 |
| And. Junipers, 8 to 10 ins. TT. ....  | 15.00   | 135.00   |
| And. Junipers, 9 to 12 ins. TT. ....  | 20.00   | 195.00   |
| And. Junipers, 10 to 15 ins. TT. .... | 30.00   | 275.00   |

These are some of the nicest we have ever grown. Cash with order, please. Free packing.

WHERRY'S NURSERIES

ST. MARYS, W. VA.

### EVERGREEN PLANT MATERIAL

ADVANCED LINERS in Azalea, Cornus, Cotoneaster, Box, Juniperus, Kalmia, Leucothoe, Pieris, Rhododendron, Taxus, Thuja, Teuga, Viburnum.

Finished Trees in Colorado Blue Spruce.

All Certified for Western Shipment.

Write for Wholesale Price List.

H. W. WEBER EVERGREEN NURSERY

16 Summer St. Weston 93, Mass.

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|   |            |
|---|------------|
| 1000 Irish Junipers, 2½ to 3 ft. ....   | \$1.35 ea. |
| 2000 Fastigiate Jun., 2½ to 3 ft. ....  | 1.35 ea.   |
| 1000 Greek Junipers, 15 to 18 ins. .... | 1.30 ea.   |
| 1000 Biota compacta, 15 to 18 ins. .... | 1.25 ea.   |

other sizes and varieties of Evergreens.

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### OLD ENGLISH BOXWOOD LINERS

Two years in bud, \$15.00 per 100, \$125.00 per 1000, cash with order. Free sample on request.

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Harmony, N. C.

### EUONYMUS

Radicans erectus, patens Newport, carrieri and coloratus, from 2-in. pots, 10c each.

Nice stock from 2-in. pots, 10c each.

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### JAPANESE BLACK PINE

We are headquarters for heavy liners of a beautiful compact strain of Pinus thunbergii.

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East Hampton, L. I., N. Y.

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Strong, 1-yr., field-grown, \$65.00 per 1000.

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Giant Double Lily of the Valley (rare), \$50.00 per 100 pips. Delivery October-November.

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### CHINESE HIBISCUS

Growing in gal. buckets and Cloverset pots. 2 to 3 ft. tall and well-branched in full bloom. Ready for the salesyard.

Peachblow, Double pink, rosy-throated peach flowers.

Kona, Large, double peony type. Pink flowers with yellow stamens. Strong grower.

Lambert, Large, double red, very strong grower.

Jigora, Double orange with crimson and vermilion at base of petals.

Limited quantity of Minerva, a large, single, orchid-pink. Brilliantissima, large, single red. Grandiflora, large pink. Euterpe, single bright yellow.

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### CHINESE HIBISCUS

Rooted last fall, carried over the winter in 2½-in. pots ready for bedding or for either 1-gallon or 3-gallon cans.

Texas Star, deep pink, white throat, single

San Diego, large, single, rich scarlet

Luna, large, single, red

Wedding, single, brilliant, red ruffled flowers.

Above varieties, strong well-established

2½-in. pots, \$20.00 per 100.

Kona, finest semidouble pink, prolific and very strong grower, well-established 2½-in. pots, \$50.00 per 100.

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Hardy English Ivy and Hahn's strong 2-in.

\$8.00 per 100; \$75.00 per 1000.

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### GRIFFIN'S GIANT MARVEL

A quality strain. Immense blooms of real texture on strong stems. Wide, exquisite color range. Enthusiastic customers from coast to coast. Tr. pkt., 1.00; ¼ oz., 1.50; ½ oz., 2.25; 1 oz., 3.50; 2 oz., 5.00; 4 oz., 11.25; 8 oz., 22.50; 1 lb., 44.00.

VIOLA, Perfection, Blue, tr. pkt., 50c; ¼ oz., 1.25; ½ oz., 2.25; 1 oz., 3.50; 2 oz., 5.00; 4 oz., 11.25; 8 oz., 22.50; 1 lb., 44.00.

GRIFFIN'S PANSY GARDENS

Jamesburg, N. J.

Benefit from

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Peonies, pink division, 3 to 5 eyes, \$25.00 per 100.

Taxus cuspidata, B&B, 15 ins., \$2.15 ea.

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Milwaukee Avenue

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### BUY QUALITY PEONIES

We have several thousand top quality, 3-yr. Mons. Jules Elie, 3 to 5 eye plants to offer. Let us quote prices.

LITTLEFLOR NURSERIES

Vincennes, Indiana

## ROOTED CUTTINGS

| ROOTED CUTTINGS               |                  |
|-------------------------------|------------------|
| Taxus Intermedia, 3 to 5 ins. | Per 100 \$7.00   |
| 5 to 8 ins.                   | 9.00             |
| Gardenia Mystery              | Per 1000 \$60.00 |
| Euonymus Patens               | 70.00            |
| Abelia                        | 50.00            |
| Biota Aurea Nana, 2 to 4 ins. | 70.00            |
| 4 to 6 ins.                   | 90.00            |

ROSEMER NURSERY  
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ASTER FRIKARTI  
Strong rooted cuttings  
\$10.00 per 100, \$30.00 per 1000.  
(300 or more at 1000 rate.)  
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WRAPPED ROSEBUSHES  
Heavy, 2-yr.-old, field-grown.  
All No. 1 sizes by U. S. Standards.  
Scientifically wrapped and waxed to retain full vigor.  
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Patented Varieties Only—Including  
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If you want rosebushes that sell, make friends and resales, buy ROYAL ROSES—packaged rosebushes with a future! Patented and popular varieties. One-bush or five-bush collections in eye-appeal packages. Write for prices and variety list. One of the largest and oldest rose growers in Texas. ARP NURSERY COMPANY, P. O. Box 867-Q, Tyler, Tex.

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| SEED  | Per lb. |
|---|---------|
| Juniper, Virginia, Platte River cedar, clean seed | \$3.50  |
| Kansas and eastern seed if desired                | 3.50    |
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| Osage Orange                                      | 1.00    |
| Black Locust                                      | 1.00    |
| Multiflora Rose                                   | 4.00    |

Place orders on seed early for 1952 crop.  
List on other seed, native plants, lining-out evergreens.  
HOME NURSERY Cuba, Kan.  
Multiflora Rose seed picked from thorny, upright plants. Order now for fall delivery from 1952 crop.  
1 to 5 lbs. \$4.00 per lb.  
6 to 25 lbs. 3.75 per lb.  
26 lbs. or more, 3.50 per lb.  
F. O. B. FARMLAND IMPROVEMENT CO.  
Box 124 Yorkville, Ill.

## SHRUBS AND TREES

HONEYSUCKLE  
Lonicera halliana japonica  
Heavy 2, 3 and 4 yrs. No. 1 field plants, 3 to 4 leads, 18 to 24 ins., carefully graded, \$4.00 per 100, \$30.00 per 1000.  
Lonicera sempervirens, Scarlet-red.  
Heavy 18 to 24 ins. \$10.00 per 100, \$80.00 per 1000. No orders too large; immediate shipment.  
WOODLAWN NURSERY  
Greenville, Ga.

## CANADIAN HEMLOCK

The trees we are offering are in surplus and are fine, fibrous-rooted, 3-times transplanted stock, sheared and excellent for landscape trade.

|                       |        |
|-----------------------|--------|
| 2½ to 3 ft., XXX, B&B | \$3.75 |
| 3 to 3½ ft., XXX, B&B | 4.75   |
| 3½ to 4 ft., XXX, B&B | 5.75   |

No Boxing.

This excellent stock will be sold only on a strictly cash basis.

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29th and Poplar St. Terre Haute, Ind.

## VEGETABLE ROOTS

## ASPARAGUS ROOTS

## FOR SUMMER PLANTING

Heavy, dormant crowns, in cold storage, available for immediate shipment. Unconditionally guaranteed for planting during the summer months.

|                    |        |        |        |
|--------------------|--------|--------|--------|
| MARY WASHINGTON 25 | 100    | 250    | 1000   |
| 3-year, No. 1      | \$1.25 | \$4.00 | \$8.75 |
| 2-year, No. 1      | 1.00   | 3.00   | 5.75   |
| 1-year, No. 1      | .75    | 2.50   | 4.25   |

Free packing for cash with order.

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Hall's Honeysuckle, large, extra-heavy, 2-year plants, carefully graded, \$4.00 per 100; \$30.00 per 1000. Good reduction on quantity orders. Immediate shipment.

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## WANTED

For fall from near Pittsburgh, Pa.

50 Mugho Pines (sheared), 15 to 18 to 24 ins.

50 Irish Junipers, 24 to 30 ins.

25 Thuja Occidentalis Elegantisima, 18 to 24 to 30 ins.

10 Laburnum, 3 to 4 ft.

R. LAMBECK NURSERY

R. D. I.

Coraopolis, Pa.

Wanted for December or January delivery:  
40 Austrian Pine, 18 to 24 ins. and 30 to 36 ins.  
40 Colorado Blue Spruce (shiners), 18 to 24 ins. and 30 to 36 ins.  
10 Mugho Pine, 18 to 24 ins.  
10 Juniperus Japonica, 15 to 18 ins.  
30 Mahonia Aquifolium, 18 to 24 ins. and 24 to 30 ins.  
Glenoaks Nursery, 1501 Main, Woodward, Okla.

## WANTED

10,000 transplanted Pink Dogwood, 4 to 5 ft., 5 to 6 ft. and 6 to 7 ft.

10,000 Pink Dogwood, 6 to 12 ins., 12 to 18 ins. and 18 to 24 ins., for next fall and spring.

GARDNER'S NURSERIES, INC.

Rocky Hill, Conn.

WANTED: 1 Magnolia Goliath, 1 Magnolia Molcomata, 7 Myrtlewood trees (southern Oregon species), 6 Rhus typhina (staghorn sumac). Write:

RUTH L. WOLFE

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Wanted: 1-year Euonymus coloratus, two or three leads.

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Made from a good grade of Southern Yellow Pine.

Standard specifications, inside measurements.

KNOCK-DOWN FLATS.

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|-----------|-----------------|
| 16x12x2½  | \$18.82 per 100 |
| 16x14x3½  | 24.98 per 100   |
| 20x14x3½  | 24.58 per 100   |
| 20x14x3½  | 25.68 per 100   |
| 22½x15x2½ | 23.14 per 100   |
| 22½x15x3½ | 32.63 per 100   |

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We make mixed shipments of flats, plant boxes and spray boards.

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Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure, \$42.00 per 100.

1x1-in. Cypress stakes, pointed.

50 pcs. to bundle, 4 ft., \$3.50 per bd.

50 pcs. to bundle, 5 ft., \$3.50 per bd.

50 pcs. to bundle, 6 ft., \$5.50 per bd.

Ship same day. Cash with order, please.

YHO & HOOKER, Youngstown 2, Ohio

MINNESOTA WHITE CEDAR FLATS

12x16x2½ \$15.50 per 100

14x16x2½ 24.50 per 100

14x20x2½ 24.00 per 100

5x5x16 18.50 per 100

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Knocked down or set up. Cut to size, crating

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## CYPRESS PLANT STAKES

These are the strongest, straightest, most

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Cypress . . . "The Wood Eternal." Each

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## AMERICAN NURSERYMAN

343 S. Dearborn St., Chicago 4, Ill.

## FIFTH ANNUAL LILY SHOW

Widely advertised through the media of television, radio and newspapers, the fifth national lily show, sponsored by the North American Lily Society and the Garden Center of Greater Cleveland, scored an unusual success. The show was held at Higbee auditorium, Cleveland, O., June 29 and July 1.

Jan de Graaff, Oregon Bulb Farms, Gresham, Ore., took the silver medal of the Cleveland garden center for the best commercial display of the show. Mr. Hornbeck, supervisor for the Oregon firm and in charge of the exhibit, used the new hybrids, Enchantment, Serenade, Talisman, Harmony and others.

Second prize in this same class was awarded to Dr. Samuel L. Emsweller, principal horticulturist at the United States Department of Agriculture plant industry station at Beltsville, Md., and president of the society. He received his prize for a group of regal hybrids.

Dr. Norma Pfeiffer, of the Boyce Thompson Institute, Yonkers, N. Y., took two awards: the D. W. Griffiths cup for the best new seedling, an auratum x japonicum hybrid, and the silver medal of the Massachusetts Horticultural Society for the best single specimen in the show, another auratum hybrid.

Mrs. William Mears, Anderson, Ind., took the coveted directors' cup for the best regal-type lily of the show with a regale x centifolium hybrid. Carl Grant Wilson, Cleveland, O., chairman of the show, received the silver certificate of the Massachusetts Horticultural Society for his entry of six species of lilies.

President Emsweller gave an interesting talk on "Exploring for New Lilies in California," which covered his personal experiences last summer in the mountains where he discovered several new varieties of lilies.

Dr. Robert Stewart, Beltsville experiment station, Beltsville, Md., gave an instructive illustrated talk on "Growing and Propagating Lilies."

Elections of officers for the North American Lily Society for 1953 were held during the 2-day show. Dr. James C. Taylor, Guelph, Ont., Canada, was elected next year's president. Vice-president for the United States is W. L. Fulmer, Seattle, Wash.; for Canada, the Rev. Edward Rigby, Hamilton, Ont. Dr. Forrest E. Kendall, Douglaston, N. Y., was re-elected secretary, and John L. Tingle, Kennett Square, Pa., was returned as the group's treasurer.

## SITUATION WANTED

Graduate landscape architect desires position with landscape firm, nursery or contractor. Has 5 years' experience in design, supervision and salesmanship. Takes personal pride and interest in jobs assigned and is not afraid of long hours and hard work. A midwest location is preferred. Address correspondence to Box 882, care of American Nurseryman.

## SITUATION WANTED

I offer my twenty-five years of growing experience with high-quality merchandise. Capable, ambitious. Prefer southern California nursery, wholesale or retail, in well-established growing community. Will manage, rent, lease or buy. Address all replies to Box 881, care of American Nurseryman.

## SITUATION WANTED

Recent college graduate, age 26, married, majored in horticulture with botany and entomology courses. Experienced in general nursery work, some landscaping and with fruit. Desire to locate with a progressive, stable nursery. Willing to learn and work hard. Available after September 15. A northeastern location is preferred. Kindly address correspondence to Box 889, care of American Nurseryman.

## SITUATION WANTED

Graduate horticulturist, major in landscape design, experienced in all phases of landscaping, desires position in southwest Pennsylvania. Address Box 883, care of American Nurseryman.

## HELP WANTED

Propagator. Must have references and be between the age of 35 to 50. Must have complete understanding of the grafting of rhododendrons, azoars, junipers, cypresses, taxus, cornus, etc. Top wages, ideal conditions. PRIEST POINT NURSERY  
Star Route Marysville, Wash.

## HELP WANTED

TAKE CHARGE of customer correspondence in midwest mail-order nursery. Knowledge of nursery as well as seed varieties desirable. Good pay and room for advancement. Reply Box 886, care of American Nurseryman.

## HELP WANTED

Nursery foreman to take complete charge of all operations in 25-acre nursery. Landscape salesman to handle all outside sales and landscape work. Please give qualifications and references in first letter. Write Box 885, care American Nurseryman.

## HELP WANTED

Nursery foreman that knows plants and is able to draw plans. Opportunity unlimited for the right man. Prefer a man from Missouri, Kansas, Oklahoma or Arkansas. Write or call in person. OZARKS PLANT FARMS  
Springfield, Mo.

FOR SALE—One Hardie sprayer, 20-gal. pump, 22-h.p. motor, 300-gal. tank, mounted on 1951 Chevrolet truck. Will sell together or separately.

GOLDEN TREE SERVICE  
Tuscola, Ill.



# WANT ADS

Help and Situation Wanted and For Sale Advertisements.

**Display: \$3.50** per inch, each insertion.

**Lines: 30¢** line; minimum order **\$3.00**.

## HELP WANTED

Experienced nursery superintendent—must know all phases of general nursery operation, good leader of men with desire to get the work done. Work consists of developing top-quality stock and digging orders for wholesale, landscape and retail departments. Salary plus bonus based on your ability.

Experienced landscape superintendent—to fill position created by advancement of present superintendent to general manager. Must know all phases of planting, service work and grading. Must be able to manage crews and foreman. Salary same as above.

Three landscape foremen needed to fill expanded demand for planting work, service and grading jobs. Top hourly pay. High yearly income.

Contact or write—EENST, INC., P. O. Box 648, Muncie, Indiana.

## HELP WANTED

Experienced Nurseryman

To have complete charge of landscape architect's 30-acre private nursery on Long Island. No outside sales. Opportunity for experienced man who wants to be his own boss. Must be good supervisor and able to get the most out of labor crew.

Address Box 888, care of American Nurseryman

## HELP WANTED

LANDSCAPE DESIGNER-SALESMAN

One of the oldest, largest and best financed eastern nurseries has an excellent opportunity for attractive immediate earnings with a permanent future for a highly experienced and aggressive landscape salesman and designer.

We are interested in the best qualified man in the industry and are able to offer him the highest earnings and future in the business.

Our wholesale stock is one of the largest in the country, and we grow a complete stock of high-quality landscape material.

We are located in the most rapidly expanding area in the east, with a sales potential without equal in the country.

We feel these facts, coupled with our unique position, offer an energetic and properly trained man the opportunity for the highest returns, a permanent future and the most pleasant working conditions in the industry.

Address all replies to Box 887, care of American Nurseryman.

## HELP WANTED

We need a combined landscape architect and planting foreman. It is not necessary that you be a graduate architect, but you must have the ability to turn out neat, rather simple sketches. Other free time will be devoted to planting operations. Please state qualifications and salary expected in first letter. Employment September 1. Please address R. A. Glaser, care of Glenfritz Nurseries Inc., 4702 Monroe St., Toledo, Ohio.

## HELP WANTED

Excellent opportunity for landscape architect. Recent college graduates given preference. Vacancy in landscape department of large Missouri nursery. Must be able to do plan work, selling and supervise installations.

Address Box 884, care of American Nurseryman.

**HELP WANTED**—Experienced nursery manager for new nursery-landscape business near Wilmington, Delaware. Starting as foreman with opportunity for advancement. Attractive salary plus new home on nursery premises. Must have experience in nursery practices and landscape planting; familiarity with commercial greenhouse operation desirable. References required. Apply by mail.

MILLCREEK NURSERY  
Route 2, Newark, Del.

## FOR SALE

Just east of Columbus, Ohio. Nursery consisting of large new building and about 6 acres of ground, 230-ft. frontage on Route 46 (national highway, heavily traveled). Building has very attractive showroom, large storage or work room, also complete apartment, bath and extra lavatory. City water, natural gas and sewer. Priced with or without nursery stock.

ROBERT S. DINGLEIDINE CO.  
Realtor, exclusive agent—2338 E. Main St. (Route 46, National Highway). Phone DO 4577, Columbus, Ohio.

## FOR SALE

40-acre nursery in the heart of the Wheatstone valley in eastern South Dakota. 32 acres of young saleable nursery stock, containing 2 million shelterbelt seedlings, ornamentals. Excellent wholesale and retail trade. \$25,000 in contracts included with sale. Completely modern 5-room home, size 28x32, finished in oak. Salesroom and office, 21x60, with small basement at one end. Machine shed, 28x30. All buildings less than 4 years old. Located 6 miles west of Milbank on hard-surfaced U. S. Hwy. 12. Clear title. Due to ill health, will sell reasonably. This place must be seen to be appreciated. Will sell with or without equipment. Immediate possession.

ANDERSON NURSERY  
Twin Brooks, South Dakota

## FOR SALE

**SACRIFICE**—Growing nursery in Santa Cruz, Calif., specializing in fuchsias. Overlooks Monterey bay on beautiful scenic drive. Near redwoods. Glasshouse, lath house, sales office, 1/2 acre. Good lease and inventory. Frost-free area, \$7,000. Write: Morgan's Nursery, P.O. Box 816, Santa Cruz, Calif.

## FOR SALE

Will sell at cost 1 1/2-acre nursery now under development and partly planted with landscape-size evergreens. 200-ft. frontage on 4-lane highway in one of the wealthiest areas of New Jersey. 2 1/2 miles from Newark. Unlimited possibilities for plant market and landscape business. 6-room dwelling with all modern conveniences for immediate possession.

VINCENT BANOS, Delaware, N. J.

## FOR SALE

Nursery and Greenhouse.

7 1/2 acres, new 5-room, modern home. Excellent location edge of city. Growing stock, tractor, truck, all tools and equipment. \$22,000.00. Will finance part. CRAIN REALTY CO., Ft. Scott, Kan.

**FOR SALE**—Ideal location for progressive nursery. 5 acres or more. Expanding, prosperous community 7 miles east of Boulder and 22 miles N. W. of Denver, Colo. Accessible to good highways and new Denver-Boulder turnpike. New, attractive, useful improvements over 4,000 sq. ft. in total floor area. Large utility building of fireproof insulated masonry block containing reception room, office, cleaning room, lavatory, semisubterranean work unit 18 x 26 ft. with adjoining storage room. Across redstone parking area is the 28 x 30-ft. barn with attached, insulated workshop. Exterior finish of vertical knotty pine siding to match modern, 4-room house and 2 car garage. Also a spacious machinery shed and handy tool sheds. Two wells provide abundant fresh, pure water for household and irrigation use; plus shares in irrigation ditch. This 5-acre corner is beautifully landscaped and enclosed on two sides by 5-ft. woven wire fence. Excellent drainage. Good soil. Unsurpassed mountain view. Total base price less than cost at \$38,000. 75% cash required. Additional irrigated acreage available.

PARAGON FARM Box 722, Boulder, Colo.

## FOR SALE

17 acres at Lake Oconomowoc with many fine fir, spruce and evergreens. Ideal for high-grade tree nursery. Copper underground irrigation. Two modern homes and one caretaker's home. Liberal terms. Owner moving to west coast.

H. TAUSSIG

4 Beech Road

Oconomowoc, Wis.

## FOR SALE

Retail nursery, drive-in, 1 1/2 acres on main highway, 14 miles from downtown Los Angeles. Center of upper-bracket foothill suburbs. Present population about 100,000; 150,000 expected by 1955. Elevation 1600 feet, frost-free. Capable landscaper could treble present business. New part glass store building, ample lath, 2-bedroom dwelling. Inventory including largest selection of tubed trees in southern California, about \$25,000. Good will invaluable. \$45,000 handlex. Owner: Wallace Plink, FOOTHILLS NURSERY, Foothill & Briggs, La Crescenta, Calif.

## FOR SALE

32-acre nursery — beautiful 4-room furnished home—over 1000 feet of lake frontage with clearing for 20 cabins. Bids respectfully requested. Write for circular.

E. R. HICK, Box 155, Wilmette, Illinois.

## FOR SALE

Entire nursery consisting of 114 acres of land, greenhouse, home, tenant house and office building. This nursery is in full production with around 200,000 plants. Reason for selling is age. For full particulars write

"NURSERIES"  
670 W. Broad St., Athens, Georgia

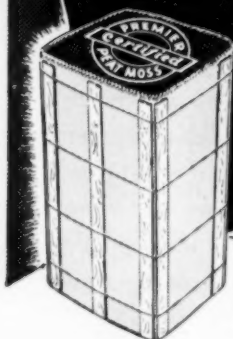
## FOR SALE

If you are interested in buying a good-going nursery business—one that is making money and will make plenty of money in years to come—this business has already been built for you. For information write us, or better yet, come and see us.

RIDGE MANOR NURSERIES  
E. J. Fields, Prop. Geneva, N. Y.

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**PEP-UP**  
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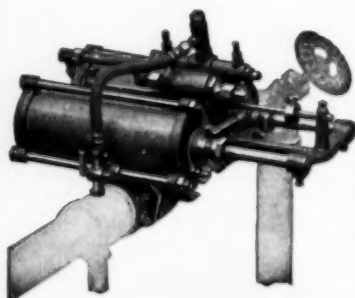
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RAINMAKER . . . finest of sprinklers**

Send for FREE CATALOG, NOW!

**MARCH AUTOMATIC IRRIGATION CO.**

Box 218F

Muskegon Heights, Mich.

## NEW JERSEY PICNIC

[Concluded from page 19.]

known parentage were placed alongside the seedlings of the same age, and the difference was almost unbelievable even to the experienced propagators present. *Ilex rotundifolia* was considered to be the Japanese holly most worth while for New Jersey.

### Desirable Yews

William Flemer, Jr., of Princeton Nurseries, Princeton, N. J., had charge of a showing of yews that he thought should be at the top of the list. The upright form of *Taxus hatfieldi* was selected as the top contender. Others on demonstration were *Taxus expansa* and *Taxus intermedia browni*.

After a charcoal-roasted filet mignon dinner a panel discussion was held on what can be done in order to further the good relationship between the professional landscape architect who draws the plans and suggests the plants to be used and the nurseryman who grows the plants and is criticized often for not growing the right ones.

William Flemer, of Princeton Nurseries, represented the New Jersey Association of Nurserymen on the panel, and Malcolm Kirkpatrick and Carl Stelling, Teaneck, N. J., represented the landscape architects. William Howe, Jr., was the moderator.

Those taking part in the discussion were Valteau C. Curtis, Callicoon, N. Y., president of the New York Nurserymen's Association; Michael Rapuano, of Rapuano & Clark, New York city; Richard Guthridge, president of the New York chapter, A. S. L. A., and Stanley McIntosh, Turner Bros. Nursery, West Long Branch, N. J.

### Cooperation Needed

The chief concern of most of those attending was the need for some method whereby the men who design and make up plant lists could somehow work in cooperation with the growers so that the latter could produce the desired kinds of plants when they are needed.

The landscape architects explained how their organizations work, and they all felt that it is possible to work in the direction of such a setup.

Everyone on the panel and all those present agreed that this will not be a job that can be completed in one year, but committees of long standing should be set up to start the job.

## A. A. N.'S SOCIAL EVENTS

[Continued from page 14]

roducing those at the head table, who were the vice-president, Mrs. James Ilgenfritz, and the secretary, Mrs. William Conway; Mmes. John Wight, Peter Cascio and R. P. White, wives of the A. A. N. president, vice-president and executive secretary, respectively, and Mmes. Clifford Emlong, Arthur Watson, Charles Greening and Henry Malter, of the ladies' committee.

Following the reading of the minutes of last year's meeting, Mrs. B. J. Manahan, chairman of the nominating committee, read a slate for new officers, selected by the committee on which Mrs. J. F. Ireland and Mrs. John Fraser also served. Their selections were then elected, so that Mrs. Howard P. Taylor, Eastview, N. Y., will be the new president; Mrs. George White, East Rutherford, N. J., vice-president, and Mrs. Charles Burr, Manchester, Conn., secretary. Mrs. Charles Greening then introduced George Talbert, noted floral designer, who demonstrated the making of flower arrangements. The arrangements were given as prizes at the end of the program.

## Big Week for Teen-Agers

"Heard but not seen" might be an appropriate description for the activities of the teen-age group at this year's convention. Teen-age Chairman William Conway, of the Pontiac Nursery Co., Romeo, Mich., organized the sight-seeing and get-togethers so that the busy conventioners would have little reason to consider their offspring burdensome. The fun started off Sunday afternoon with a "Howdy-do" party, at which a trio of musicians provided music for dancing. A magician entertained during the breaks and hot dogs and cokes were furnished in healthy quantities. All agreed that the ice was broken with a resounding smash, and friendships formed for the convention week.

Monday they were left to their own designs so that they might have a look about the big midwest city with their parents. But on Tuesday the entertainment started off early with a trip to Greenfield Village, on the outskirts of Detroit. Box lunches were prepared at the hotel for a picnic in the village's recreation area. The 66 boys and girls arrived at the village about noon and embarked immediately on an exhaustive tour of the area, which contains many replicas of historical sites as well as houses

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| 3 Does it improve loam soils?.....  | Yes.....             | No                         |
| 4 Does it improve muck soils?.....  | No.....              | No                         |
| 5 Does it supply organic matter needed in all soils to maintain life (the micro-biological activity) characteristic of all productive soils?..... | Yes.....             | No                         |
| 6 Does it have great capacity to absorb and hold moisture, air and plant food needed to sustain plant growth?.....                                | Yes.....             | No                         |
| 7 Is it useful as a mulch?.....   | Yes.....             | No                         |
| 8 Can it be used for packing, shipping and storing plants?.....   | Yes.....             | No                         |
| 9 Will it prevent leaching of plant food (fertilizer) beyond the root area?.....  | Yes.....             | No                         |
| 10 Has it proven its worth in practical application beyond laboratory or controlled experimentation?.....   | Yes.....             | No                         |
| 11 Does it have to be worked into soil?..   | Yes.....             | Yes                        |

### Premier Peat Moss is needed now —and will always be needed

It's the *proven* soil conditioner. It is the least expensive, most effective, longest lasting, weed-free, highly absorbent, moisture retaining, organic matter that can be used for soil improvement and mulching purposes. Available in bales and small packages that suit every need. Send now for details.

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Rootone F offers all the advantages of this famous plant hormone powder—better, healthier rooted cuttings and a larger percentage of strike—plus protection during the rooting period against damping-off and other soil-borne diseases. This new combination is especially effective in rooting cuttings which are very susceptible to damping-off.

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"Soluble Plant Foods for Liquid Feeding through the Foliage or Root System."

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25 lbs. .... 22c per lb.  
50 lbs. .... 20c per lb.  
800 lbs. .... 19c per lb.  
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**Azalea Acid Liquid Fertilizer**  
25 lbs. .... 22c per lb.  
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The above prices save time and money. Ask for price list.

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and shops representative of early America. An hour was spent in the Henry Ford museum, which contains exhibits portraying the major historical developments in scientific and industrial techniques. Buses carried away Mr. Conway's charges at 3 p. m., most eyes having lost their inquisitive look after three hours of sight-seeing.

On Wednesday morning 51 survivors of Tuesday's jaunt left Detroit by boat, their destination Bob-Lo island, some 60 miles down the river, where they were able to try out the ample facilities for every kind of sport. The island is also equipped with an amusement park, which they were not long in finding. Box lunches were eaten on the park's picnic tables, and the return trip was made early in the afternoon. This trip marked the end of Mr. Conway's planned entertainment, and many of the friendships formed were expected to last a good deal longer than the fun-packed convention week.

### PUBLICITY COMMITTEE

Members of the A. A. N. market development and publicity committee met Sunday afternoon, July 13, to hear progress reports from the six regions and from Howard P. Quadland, public relations account executive. Howard P. Taylor, chairman, presided.

Having already mailed to members a lengthy report, Mr. Quadland made his remarks brief. He said that during the ensuing year, the public relations program will endeavor to persuade the homeowner to increase the amount of money he will spend on a landscape job. Just as manufacturers of ranges, refrigerators and sinks try to influence the housewife to spend more money to beautify her kitchen by displaying her "dream kitchen," so the nursery industry will try to persuade the homeowner to spend more to beautify his ground by showing him "dream yards" or "dream landscapes."

Tom Dodd, Jr., Semmes, Ala., announced that a "Plant Alabama to Plant America" program will be inaugurated in November with the public planting of several homes at Alexander City.

MAX M. SCARFF was elected president of the American Seed Trade Association at its 69th convention in June. He is head of the seed business of W. N. Scarff's Sons, New Carlisle, O., and brother of Howard Scarff, who guides the nursery operations of the firm.



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Commercial growers have long realized the benefit of **DORMANT SPRAYING**. Your customer's plants will do better with dormant spraying too. Place your order now and be ready to push **FALL** spraying for **OFF-SEASON PROFITS**.

Write for Special **NURSEYMAN'S DEAL**.

DEPT. A-8

## SPRAYERS and NOZZLES, Inc.

Manufacturers of Ken\*Sprayall Products

ST. PETERSBURG, FLORIDA

## PROPAGATING STRUCTURES

[Continued from page 18.]

the center ridge of the house, each space requiring one 6-foot sash. The top of the sash fit under an overlapping board which prevents drip. We now have a 10-foot-wide strip covered with sash and buried three feet in the ground. It only remains to fill in the two ends with short return walls and a central door, and then build two inside walls up the length of the house to retain the heat under the benches. The edge of this aisle wall is exactly four feet from the outside wall, thus giving two 4-foot benches on either side of the house, divided by a 2-foot aisle.

These inside walls are brought up to a point level with the bottom of the bench, and then timber sides for the bench are fixed flush with the outer edge on metal supports cemented between the blocks. This gives a 4-inch projection behind this facing board which can be used as a support for the floor of the bench. A similar support has to be provided on the outside wall. We have done this simply by using stout lumber, 3x3-inch, well-pickled in copper naphthenate, and spiking it to the block wall at the correct height. At intervals along this timber support

we have cast in place concrete supports set into the ground, which prevent the weight of material in the benches pulling the lumber supports away from the wall. Then, on the lumber on the one side and the blocks on the other, any type of base for your bench can be laid. We have used many kinds and have yet to decide which is best. Ordinary lumber if pretreated with copper naphthenate will last for years, but two boards have to be overlapped every 10 or 12 so that as the boards swell with water and heat, they can expand without pushing sand and cuttings into the air. Then, some of our houses have square tile set on T-iron supports, while on another bench we have heavy galvanized-iron wire of 1/2-inch mesh. This last has to be covered with treated burlap before filling with rooting medium. It is, however, a satisfactory type of base because it allows excellent drainage, plus easy penetration of heat from below. For all practical purposes, however, all these different types of benches are equally satisfactory; so use what is most readily at hand. If lumber is available, then by all means use it, but be sure that it is pretreated with copper naphthenate; otherwise it will not last a season.

The space below the bench and

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| 1 DOZEN  | \$14.00      |
| 3 dozen  | \$12.60 doz. |
| 12 dozen | \$11.34 doz. |
| 60 dozen | \$9.45 doz.  |

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## TREE and SHRUB DIGGER

Blades ease digging and transplanting below half. 3 minutes to install on Ford or Ferguson tractor with Wagner W-3 loader.

Price: \$175.00.

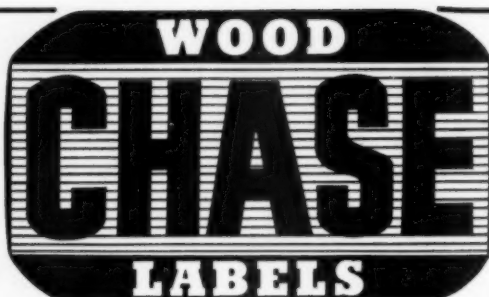
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between the walls is to carry hot-water or steam pipes. Even if this type of heating is not to be used, this space is well-worth while, because the additional air space provides excellent conditions below the bench for all types of plant propagation. I much prefer to work on a bench with a space beneath it than a bench based upon solid ground. This is a personal preference, and I am sure some grower somewhere will write and strongly disagree, but that is what makes propagating so interesting.

#### Completing the Job

So much then for the sash house itself. Hang the doors, and cement the aisle to give a clean walking floor, and the job is complete. The sash for the house can be purchased from any greenhouse construction company. The sash are usually delivered unpainted and unglazed, the glass coming in cases separately. For glazing, use one of the glazing compounds and glazing guns for fast efficient work which will last indefinitely. The great value of these glazing compounds is that they do not dry out as does putty, but remain elastic beneath the firm crust which forms on the surface. This makes for much greater durability, and, in fact, we have sash which have been glazed for five years and which are still as watertight and airtight now as the day they were done. It is easy to make repairs and insert a single pane as required. A quick run-down each side with the gun and the glass can be slipped into place, and, without fuss or trouble, the job is done and done well.

The sash when glazed are placed in position on the house and prevented from slipping by metal clamps fixed to the bars between each pair of sash. These are tightened down onto the sash with a wing nut, preventing them slipping down in high winds. Alternatively, they can be



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slacked off to allow sash at intervals along the house to be lowered for ventilation and yet still be held firmly in any desired position.

A sash house as described requires careful attention to construction details throughout.

It will readily be seen that a house of this type can be built to almost any size. There is, however, a practical limit to the length, and I believe that our houses, which are 180 feet long, represent the practical limit in length. This limit is mainly governed by the method of heating, which in our case is by hot water pumped by circulator. The inevitable temperature drop on a long flow line from the boiler to the end of a long house presents a problem in heating which must limit the over-all length of any house. Moreover, there seems no valid reason for wishing to extend any house beyond the length I have given. It is more reasonable to build a separate house nearby. We have seven such houses, and each is separated from its neighbor by a 12-foot grass-covered aisle, down which we drive trucks to move plants in and out of the houses and to change the rooting medium in the benches as required. This use of trucks along the full length of the house greatly reduces the operating costs. If houses are built butting right against each other, the initial cost of erection may be slightly less, because one wall between two houses with a gutter to catch the water is all that is needed, but the amount of labor involved in the annual operation of a group of houses built in this way can far exceed the small initial saving.

#### Orlyt Houses

An excellent adaptation of the sash house is the Orlyt house. This type of house is widely used in Europe for all types of growing and is there known as a Dutch light house or Warren house. For several years it has been sold in this country. It has a number of clear advantages. It is easily erected in any desired position and, if required, can be moved from crop to crop. This, of course, is not a requisite for plant propagation, but these houses are used in this way for successive crops of, say, chrysanthemums, violets and tomatoes, plus a catch crop of radishes.

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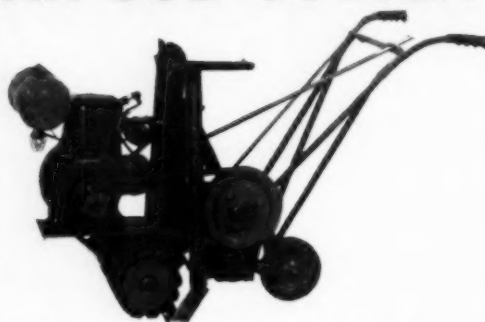
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## AMERICAN NURSERYMAN

### MICHIGAN CONFERENCE

[Continued from page 17.]

clonal rootstocks for apples was adequately explained by Dr. R. F. Carlson. Kodachrome slides were shown of standard varieties on each rootstock and how each particular rootstock affected the scion variety.

### Plants for Ranch-type House

The Thursday afternoon session opened with a discussion of plant design for the ranch-type house, by Prof. Carl F. Wedell, head of the department of horticulture, Long Island Agricultural and Technical Institute, Farmingdale, N. Y. Professor Wedell emphasized simplicity as paramount and warned against plantings which had a jumpy or disjointed effect, such as often happens when a variety of plants of various shapes and forms is thrown together in an attempt to cover the foundation of the low-type modern home.

The aim in proper landscape plantings is to retain the horizontal line of the house and to enframe and embellish the architectural features but not either to hide the house nor to throw the complete design off balance. Professor Wedell pointed out that one should design any home planting so as to emphasize a certain focal point, which in many cases is the front doorway to the home. With low, modern structures, a hedge some distance in front is desirable if it will continue the straight, horizontal lines of the dwelling.

The remainder of the afternoon was devoted to panel discussions, during which meetings of groups of various interests were held in different fields of landscape activities.

The Thursday evening session was devoted to a discussion on soils and amendments which affect soil structure. Two movies relating to soils and the retention of soil structure and productivity were shown.

Dr. A. E. Erickson, of the soil science department, discussed the action of Krilium and other related substances in the development and maintenance of soil structure. These chemicals are used mainly with clays or with soils having a high clay content. The principle involved is that like and unlike electrical charges on the clay particles and on the surfaces of the compounds form strong bonds which act in such a way that aggregates composed of vast quantities of colloidal particles are formed. It was emphasized that the work with these substances is still in the early experimental stages and that any recommendations must await the results of various experiments now be-



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Instructions on each pot.

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AFTER planting  
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When placing pots on top of ground  
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ing conducted by public and private  
institutions.

Organic materials were ably discussed by Dr. L. M. Turk, head of the department of soil science. He stated that any mineral soil is benefited by the addition of organic material in proper proportions, provided that the cultural methods which follow are correct. The organic material benefits the soil in three different ways—physically, chemically and biologically. Plant growth is regulated by four important factors—temperature, nutrients, air and water, and of course nature controls all four of these factors. Organic material is also needed for growth and reproduction of beneficial microbial soil organisms which in turn provide ideal conditions for plant growth.

An interesting side light in this discussion was that sawdust is less acid in its reaction than is commonly supposed. An abundant use of sawdust only decreased the pH scale one tenth of a point over the control plot in five years' time. Another interesting phase of soil management was raised when Dr. Turk was questioned on the value of plowing under a cover crop while still in the green stage, as opposed to leaving it until ripe and mature. He answered this query with an analogy that pine splinters made

a hotter fire than hickory knots but that they were dissipated in a short time, while the hickory knots continued over a longer period of time. The same is true of hardened organic material.

The Friday morning session opened with a report on small fruits by Dr. John Tompkins, who discussed the various cultural methods used to prevent damage from frost. The best of these is water irrigation, because the blossoms will not freeze so long as there is sufficient water with a temperature of 32 degrees Fahrenheit or above to cover them. One point of interest that he brought out was that there were certain nursery catalogs which described both the disadvantages and objectionable features of small fruit varieties, as well as the good points. Such an analysis is more helpful to the prospective customer than glowing descriptions of each variety, which often tend to confuse and mislead.

### Community Nurseryman

The development of the nursery business from its beginning in America to its present status, which is represented by small nurserymen operating within their own communities, was the subject of a talk by Prof. F. L. O'Rourke, of the horticulture

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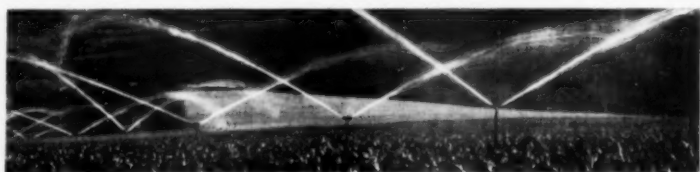
department. The community nurseryman is an integral part of his own community. He is the local authority on plant growth and use. He is the adviser of his friends and neighbors and has a vast opportunity to serve his community by proper attention to correct planting and plant use. It was indicated that an unselfish attitude would make for ultimate success, but that rigid adherence to the rules of good business management was also essential.

The next talk was one on salesmanship by Prof. Carl F. Wedell. He stated that good selling ability could be acquired with practice, as long as certain fundamental principles were followed. He advised reading good books on salesmanship and then putting these ideas into practice before they are forgotten.

## Business Management

The Friday afternoon session began with a talk on business management, by Kenneth A. Brent, managing editor of the American Nurseryman. Mr. Brent remarked that most classes taught to students in college were those dealing with propagation or plant culture, rather than those in business management and that possibly it might be advisable to institute a re-evaluation of the factors contributing to success in a nursery business, with perhaps more emphasis placed on classes relating to the business operation of the nursery.

The best part of the mental day should be devoted to business detail. Too often, the office details are left to the evening hours when the ordinary nurseryman is too tired to give them proper consideration. A successful business is based upon keeping good records and by prompt attention to paying bills and sending invoices or statements. Buying is also important, and each season's purchases should be based upon the kind and size of plants sold during previous seasons.



Even in seasons with normal rainfall, does it always come when you need it? A few dry days (and nearly every growing season has them) and bright prospects fade. Quantity and quality of your crops suffer and may be lost entirely.

Adequate, controlled moisture during the growing season with an ATLAS PORTABLE SPRINKLER SYSTEM will insure your crops against failure due to drought and insure their quality and quantity.

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EAST PATCHOGUE, L. I., N. Y.

## CONVENTION PROCEEDINGS

[Continued from page 10]

sented for outstanding contributions to the nursery industry, was given to Lloyd C. Stark, Stark Bros. Nurseries & Orchards Co., Louisiana, Mo. James Doty made the presentation, a wrist watch, to Mr. Stark. The recipient of the award is a well-known figure in the nursery industry, who has served two terms as president of the A. A. N., and is a former governor of Missouri. He is a veteran of many years in the nursery industry.

The keynote speaker, Walker Cisler, president of the Detroit Edison Co., took as the theme of his talk the conservation of natural resources, using both the nursery industry and his own utilities industry as examples. Mr. Cisler called for a clearer division of responsibility in the future as regards government and private industry; he asked for the cooperation of private industry with government, but warned against too much government interference with private industry.

## Report on Directors

Vice-president Peter J. Cascio opened the Wednesday morning session, July 16, with a report on the activities of the board of directors. Mr. Cascio included the following points:

1. The directors voted to discontinue the industry's statistics project because of a lessening of interest on the part of members.

2. The directors took negative action on the proposal for voting by proxy, inasmuch as they felt that all chapters should have a full complement of delegates on hand for meetings.

3. The directors also took negative action on the proposal that every other meeting be held at Chicago with alternate meetings on the east and west coasts.

4. The directors tabled a proposal to distribute published horticultural standards among consumers. They did advocate that these standards be rewritten in popular form for distribution to the public through A. A. N. members and garden clubs.

5. The directors affirmed the dates of the next annual meeting to be July 19 to 23, at the Waldorf-Astoria hotel, New York.

6. The directors voted to approve the selective service method of recruiting men for the armed services in opposition to universal military training.

7. The directors announced that St. Louis and Minneapolis had en-

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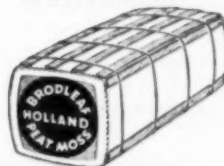
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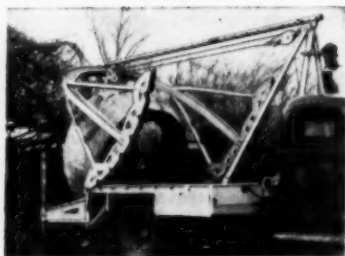
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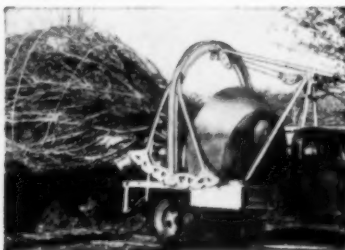
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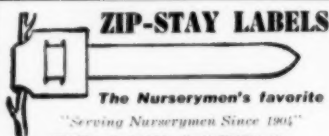
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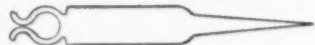
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tered bids for the 1954 convention. (Minneapolis was later voted upon and approved by the board of governors.) It was further announced that Toronto is bidding for the 1955 convention and Los Angeles for that of 1956.

8. The directors voted to recommend to the board of governors a new format for proceedings at A. A. N. annual meetings.

9. The directors voted that the report of the special committee on advertising be approved.

In other actions the directors voted to retain the A. A. N. general counsel; urged that a special committee be appointed to work out horticultural standards for plants produced in containers; recommended that curricular standards in schools of horticulture be studied for possible improvements; voted that 5,000 A. A. N. member buttons be distributed for use of state association meetings, and voted a contribution of \$300 to the L. C. Chadwick Research Fund, to support Dr. Chadwick's appearance at the International Horticultural Congress.

In his report for the group insurance committee, Chairman R. N. Ruedlinger reviewed the history of the A. A. N. group insurance plan and promised that improvements will continually be sought to overcome certain objections to the plan. Dr. White's report on this subject is presented earlier in this article.

C. H. Baldwin, chairman of the transportation committee, reviewed the situation with respect to the various forms of transportation used by nurserymen. Among other things, he warned of possible increases in express and parcel-post rates.

### Horticultural Census Report

Interesting facts revealed by the 1950 horticultural census were presented by M. Truman Fossum, bureau of agricultural economics, United States Department of Agriculture. Mr. Fossum stated that at the midpoint of the 20th century, the horticultural industry was in the billion-dollar class, with nursery and allied crops accounting for \$350,000,000 of retail and service trade. He said that sales of retail ornamental horticulture amounted to one-fourth of 1 per cent of all retail trade of the country and that consumer expenditures pertaining to retail ornamental horticulture represented about one-sixth of 1 per cent of the disposable income of the population of the United States. Sales of retail ornamental horticulture amounted to \$2.30 per capita and about \$7.60 per family



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• The above statement comes from Mr. Leroy Snow, Snow's Nursery, Charlottesville, Va., who proved to his complete satisfaction that the Model RE York Rake is a big time and money saver.

• With more than 30 years of rake-building experience behind it, the RE incorporates the practical features most desired by nurserymen.

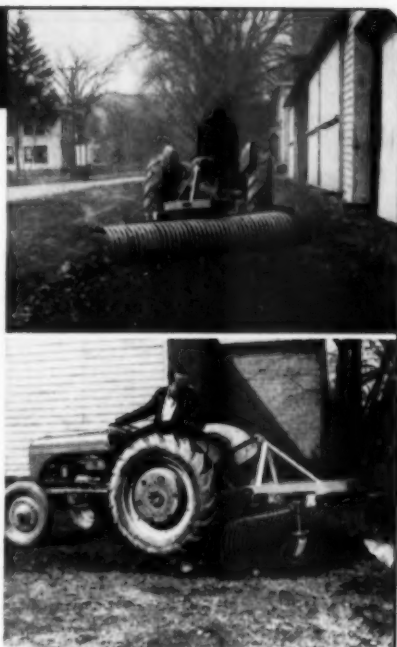
• It handles easily behind your tractor... does a finished grading job... mulches the soil... is ideal for

raking stones and spreading top soil... works close to foundations of buildings... eliminates slow, costly hand raking.

• The RE Rake is built for rugged use, with teeth of heat-treated alloy spring steel rigidly attached to carbon spring steel heads. It may be positioned to discharge material either to the right or left, or it may be used at right angles to the direction of travel for spreading material and gathering rows of stones into piles. If reversed, it acts as a bulldozer. All adjustments are quickly and conveniently made by the tractor operator.

• Casters and wheels are available as optional accessories. Mounted on the rake frame, they hold the rake in upright position when disengaged from the tractor. They are also useful in regulating the penetrating depth of the teeth.

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Stones are discharged in windrow by the Model RE York Rake. Note smoothness of the raked surface.

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RE Rake may be reversed for grading and filling purposes. It's ideal for general nursery and landscaping requirements.

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or dwelling unit. The wholesale value of ornamental horticulture crops represented 24 per cent of the retail and service trade of ornamental horticulture.

He stated that nearly 70 per cent of the retail trade and nearly 50 per cent of the wholesale value of production are concentrated in 128 metropolitan areas, which encompass only 239 of the 3,073 counties in the United States.

The final general session was held Thursday, July 17, and was opened with a report of the legislative committee, read by Chairman Ken Law. Mr. Law reviewed the activities of the 82nd Congress with respect to the horticultural industry and asked the membership for cooperation with the legislative committee in securing passage of worth-while legislation.

The board of governors then voted on several of the proposals that had been made, with the following results:

1. A proposal to allow chapters to designate proxies to cast multiple votes at the meetings of the board of governors was defeated.

2. A proposal to hold every other meeting at Chicago, with alternate meetings to be held on the east and west coasts, was defeated.

3. Policy with regard to plant

quarantines was strongly reaffirmed.

4. Recommendation for a uniform size for wholesale catalogs was approved. The size 8½x11 inches was suggested.

5. A change in the format of the A. A. N. annual report was approved. The new report format will include a transcript of proceedings of meetings, a list of officers and committee reports. Every member will receive one of the reports, and the booklet will be so designed that it can also be used for membership promotion.

A report of the necrology committee and election of officers completed the morning session, after which the members adjourned to the Grand ballroom for the final luncheon. The new officers were installed during the luncheon period, and an address, "Selling Your Services and Yourself," by Briant Sando, president of the Sando Co., sales and advertising service, Orange, Calif., was heard.

At the final session, Thursday afternoon, the board of governors confirmed New York city as the 1953 convention site and made a tentative selection of Minneapolis for the 1954 convention. At this session were also heard bids from Toronto for 1955 and Los Angeles for 1956, as prospective convention sites.

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**MIDWESTERN AND WESTERN  
DISTRIBUTOR:**

**BERRYHILL NURSERY CO.**

P.O. Box 696  
Springfield, Ohio

**ARBORISTS' SUPPLIES**

Sweet-Orr Work Clothing  
Red Wing Boots

**KARL KUEMMERLING, Inc.**

401 Cherry Ave., N. E.  
CANTON 2, OHIO



## SAVE Time and Labor with this BIG HAND TRUCK

Handle heavy jobs easier, faster, with fewer men. Get into places otherwise inaccessible to heavy equipment, without damage to established lawns.

HANDLES 40-inch BALL—1500 lbs.

### SPECIFICATIONS

- Specially designed curved nose.
- Electrically welded—strong, sturdy.
- Equipped with three 4-ply 16-inch tires.
- Over-all width, 45½ inches.
- Over-all height, 7 feet 9 inches.
- Weight, 175 lbs., including 19-ft. chain.
- Attractive, professional appearance.

Write for folder giving details and prices.

— **Our NEW ADDRESS** —

**THE GARDEN SHOP, Inc.**

6315 West 75th St.

OVERLAND PARK, KANSAS

Phone HEdrick 3288 (Kansas City, Mo., exch.)

Truck comes equipped with two tapered roller-bearing main wheels and ball-bearing wheel in swivel for sturdy service when used as dolly or trailer. Also available with three ball-bearing wheels at slightly lower cost.

## FAST, EFFICIENT TYING with "SAXMAYER" MODEL EM!



A small, fully automatic, electric bench model tying machine, self-adjusting to all sizes of bundles—especially designed for tying flowers and nursery stock in bundles up to 16 inches in circumference. It's light in weight, so simple in construction even a child can operate it. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. D

**NATIONAL BUNDLE TYER CO.**  
BLISSFIELD, MICHIGAN

**IT COSTS NO MORE**  
(and in most instances less)  
**FOR OUR PACKING OF**  
**Nursery Burlap**  
**Squares and Rolls**

Write for prices and samples

**L. ATKIN'S SONS**  
P. O. Box 167 Rochester, N. Y.

## NURSERY TAGS

Suitable for Labeling

**Trees—Shrubs—Plants—**  
etc.

**Convenient—Economical**

**PREMIER SOUTHERN TICKET CO., Inc.**  
1623-31 Dana Ave. CINCINNATI 7, OHIO

## FAIR TRADE REPORT

[Continued from page 11]

advertising media the worst of the copy.

The committee also believes that the A. A. N. should have a fund established so that the Washington office or various panels of the advertising review board could "shop" these questionable advertisements, keep records on the type of material received and its condition, with photographs, if necessary, to illustrate the report. We feel this approach also would benefit the industry by putting further self-imposed restrictions on copy.

### Better Business Bureaus

This situation in nursery retail mail-order advertising reached the point where it was the subject of a panel at the annual meeting of better business bureaus at Swampscott, Mass., in June of this year. We have received no report on this panel, but the mere fact that a panel was held in regard to it indicates the concern of the better business bureaus toward this spring's rash of misleading copy.

The A. A. N. had been in contact with better business bureaus on a national scale previously, but at that time was not impressed with the number of advertisements which were in their files which they claimed were offensive. Since that time, however, the copy has increased tremendously, and we are as much concerned as an industry as the better business bureaus are as public service agencies.

Over 200 industries have established sets of fair trade practice rules under the aegis of the federal trade commission. Correspondence and conversations have indicated that there seems to be a great division of opinion within the trade as to whether or not procedure through the trade commission is advisable. We have all witnessed the tremendous increase in government regulation of business generally, and there is a reluctance among many to get further involved with any government agency, such as the federal trade commission.

### Recommendations

The committee recommends that the first four approaches to this problem be initiated by the American Association of Nurserymen through affirmative action of its board of governors at this meeting, with instructions for the board of directors through the headquarters staff to confer with the national associations of advertising media on



**AGRICO FOR LAWNS, TREES AND SHRUBS.** Contains all needed plant foods, both organic\* and inorganic, to stimulate greener lawns, healthier trees and shrubs. In 50, 25, 10, 5-lb. bags.

**AGRICO FOR GARDENS.** Specially formulated for greater abundance of flowers, more bloom and color, and better vegetables, richer in minerals and vitamins. In 50, 25, 10, 5-lb. bags.

**AGRICO FOR BROAD-LEAVED EVERGREENS.** Prepared expressly to feed Rhododendrons, Azaleas and other acid-loving plants. Builds up essential soil acidity. In 50, 25, 10, 5-lb. bags.

**AGRICO ROSE FOOD.** Contains all essential elements — both organic\* and inorganic—for exclusive job of growing roses of highest quality and beauty. In 50, 25, 10, 5-lb. bags.

\*Organic derived from AGRINITE, the 100% organic plant food.



# 4

## Special-Purpose Fertilizers that Bring You DOUBLE PROFITS

Nurserymen are profiting two ways with Special-Purpose Agrico Fertilizers: (1) Used on their plantings Agrico produces utmost health and vigor and promotes quality production. (2) By selling Agrico to their trade, nurserymen help customers get better results—and profits on Agrico sales mean extra net profits.

Four Special-Purpose Agrico Fertilizers go further, do a better job . . . more plant-feeding value per pound and per dollar. Order Agrico now—we furnish liberal supply of colorful booklets, display material, newspaper cuts, etc., to help you increase sales and profits. Write us today.

### Order AGRICO Now!

Order Agrico from nearest A. A. C.  
Sales Office, or write to

**The AMERICAN  
AGRICULTURAL CHEMICAL CO.**  
50 Church St., NEW YORK 7, N. Y.

the problem, seeking their cooperation toward a solution.

Specifically, it is recommended:

1. That a list of criteria, as suggested above, be drafted and approved officially by the board of governors.

2. That minimum packing standards, as suggested, be approved officially by the board of governors, in cooperation with the National Mail Order Nurserymen's Association.

3. That the board of directors be authorized to appoint and establish an active "advertising review board," with duties as outlined above, with the Washington office serving as a central clearinghouse.

4. That a suitable sum be set aside in the budget and appropriated by the board of governors, so that panels, under the supervision and with the authorization of the Washington staff, may be able to "shop" and collect data and photograph material from questionable copy.

We recommend that for the time being no approach be made either to the better business bureau or federal trade commission under items 5 and 6, in the belief that the problem can be solved within the industry, with the cooperation of the national associations of advertising media, and specifically the national radio

and television broadcasters' association, the newspaper publishers' association and the magazine publishers' association. It is contemplated that, if the board of governors takes the action that we have recommended, the board of directors will seek proper conferences with these other three national associations, laying the problem before them because they are also affected by this type of copy, and work out some mutual arrangement whereby a joint approach to the problem may be executed.

This problem has reached a point this spring where other committees of the A. A. N. are also involved and concerned with the ill will which is being built up toward the industry as a whole. I refer to the committee on trade practices and ethics, with Valteau C. Curtis as chairman, who joined with this special committee in making the above report.

The market development and publicity committee is particularly concerned with this problem, because, through its efforts, it is attempting to build good will toward the industry, and the members of the A. A. N. are confronted with a situation whereby they have to stand by and see their efforts sabotaged in part by the ill will created by a few.

## The Original SWISS ROTARY TILLERS



"The Machine that is copied but never equaled."  
Best for 34 years

Mfd. by **SIMAR** since 1918  
Write for details and price  
**E. C. GEIGER CO.**  
P. O. Box 270  
NORTH WALES, PENNSYLVANIA  
U. S. A. Distributor

We are booking orders on set-up or knocked down seed flats made from pine box wood. Please specify size. Send inquiries to the

**NEW JERSEY FARM SUPPLY  
COOP. ASSN., INC.**

449 Market Street  
EAST PATERSON, NEW JERSEY

**NEW!  
NEW!**



**Bonide Perfects an  
All-Purpose SPRAY  
FOR  
SHADE TREES & SHRUBS**

**OVOTOX CONTROLS:**

**SPIDER MITES** — All Species

**LEAF MINERS** — All Stages

**APHIDS** — All Species

**SCALE CRAWLERS, BEETLES**

**DEFOLIATING WORMS,**

**Common Diseases**

**Insure Beautiful Shrubs &  
Trees—Prevent Distorted,  
Deformed Growths!**

Ideal for the "home gardener" . . . Ovotox is a concentrated wettable powder ready for instant use. *Outstanding efficiency!* It will pay you to try Ovotox—get a trial package from your dealer or write Bonide. Money-Back Guarantee. 1-lb. can only \$3 ppd.—makes 24 gal. of spray. Bulk prices available for commercial use.

**TREE  
TOX**



*Get*

**DELICIOUS FRUIT  
FROM YOUR  
FRUIT TREES & BUSHES**

Controls all common diseases and insects . . . contains 4 new toxicants! Can be used as a dust or spray . . . is micronized and homogenized for effectiveness 2 times greater! Agriculturally approved. Specially produced for the "backyard" gardener. Economical—1-lb. makes 27 gallons of spray—only \$1.05!

**BONIDE CHEMICAL CO.**

Garden Specialists for 26 Years!

UTICA 4, NEW YORK

**N. L. N. A. MEETING**

[Continued from page 13]

use of varieties. This was emphasized.

To show that plants are not necessarily the all-important feature of the landscape, Mr. Glick said that in designing a plan for a 150x200-foot property on which \$10,000 to \$15,000 was to be spent for landscaping, 60 per cent of the amount would be in construction of walls and paved areas, 30 per cent in specimen plants and 10 per cent in lawn and small plants. An almost unlimited variety of inanimate materials is at the landscape nurseryman's disposal, such as stone, wood, concrete, glass, cork, plastic, canvass, etc. Any one of these can be further varied as to color, texture, gloss, pattern, etc. He advised that the Lane Publishing Co., Menlo Park, Calif., offered several booklets of aid in modern design with such materials.

Today's garden must offer a maximum of enjoyment and beauty and a minimum of maintenance. The public needs to be educated to the value of a modern garden, and this is not possible until the landscape man is well-informed on the subject. There are no rules to follow in contemporary design; each property is a separate problem.

Mr. Glick was opposed to the practice of offering free plans because people do not really expect something of value for nothing. Moreover, often the so-called free plan is really paid for by absorbing the cost in the plants and planting. Sell good design, effective climate control and good construction, and the plants will sell themselves, he concluded.

After his talk Mr. Glick showed color slides of contemporary landscaping.

**Informal Symposium**

About five years ago Harold Hunziker suggested that landscape nurserymen from noncompetitive areas in Michigan might find it valuable to meet regularly to discuss problems. As a result, "The Little Six" was formed and now meets monthly. The six firms have increased to eight, so that the group is now composed of Harold Hunziker, M. J. Hunziker & Sons, Niles; John B. Light, Light's Tree Co., Richland; Joseph Polco, Ilgenfritz Nurseries, Detroit; Ernest Durrant, Durrant Nurseries, Grand Rapids; John Stark, Stark Nursery, Midland; Jan B. Vanderploeg, Muskegon; N. I. W. Krick and M. L. Thomas, Cottage Gardens, Lansing, and Kenneth Runcimon, Ann Arbor.

With Mr. Light as chairman, six of these gentlemen sat around a table



**Rustic Hickory  
CHAIRS • ROCKERS • SETTEES  
SWINGS • GLIDERS • TABLES**

—and a complete line of furniture for the porch, lawn, garden, solarium, social room. Sturdy, long-lasting, comfortable. Also complete bedroom outfits for the summer home, hunting and fishing camps, tourist courts, motels, etc.

This rugged, rustic furniture is a natural for nurseries. A few samples are all the inventory you need—our illustrated catalog makes selling easy. We ship your orders direct from factory.

Write today for catalog and complete information.

**INDIANA HICKORY  
FURNITURE CO., INC.**

Harry M. Wolfe, Gen. Sales Mgr.  
666 Lake Shore Dr. • Chicago 11, Ill.

**TWINE  
ROPE  
BURLAP  
TWIST-EMS**

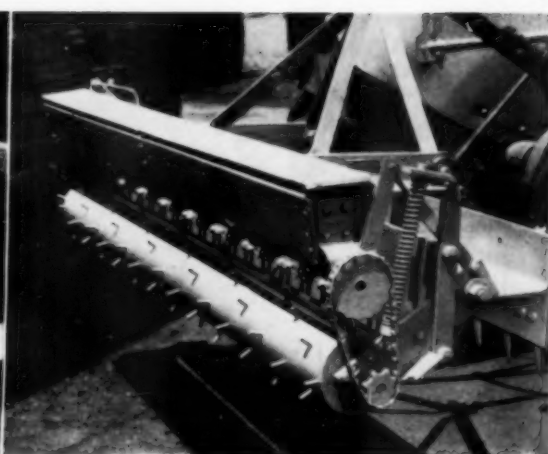
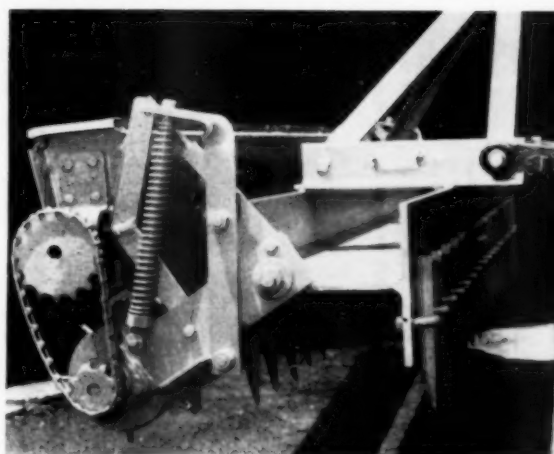
One of the World's Largest  
Stocks of Twines and Rope

**J. E. Fricke Co.**

48 N. Front St., Philadelphia 6, Pa.

MILLS: HULMEVILLE, PA.





## THE GILL SOIL PULVERIZER

This attachment can be used on any three-point hook-up tractor with hydraulic lift. Pulverizes soil to a fine seedbed condition after ground has been broken or disk harrowed. Easily adjusted to give you the exact fineness of soil you need.

The State College at Raleigh, N. C., has been using this machine for more than two years. They say it will do more work than 15 men can do by hand because it eliminates all hand-work on lawn preparation.

**SPECIFICATIONS:** Weight—575 lbs.; Beam—6 ft. long; Steel roller, 5 ins., 130 spikes; dustproof ball bearings; spring tension on roller for additional weight on roller.

(Patented in U. S. A. Patent Office, No. 2-574-385)

Mr. J. G. Daniels of the Mecklenburg Nurseries, Charlotte, N. C., has been using these machines for nearly three years. Names of hundreds of other users furnished upon request.

Manufactured by: **GILL MANUFACTURING CO.**

J. F. Gilreath, Mgr.

**130 Holton Avenue, Charlotte, N. C.**

Phone: 8596

For further information contact us or your Ford dealer in Virginia, North Carolina, South Carolina and Georgia.

and re-enacted one of their informal discussions for the benefit of the other N. L. N. A. members. They discussed such problems as charges to customers, promotional literature and canned stock versus potted stock for Michigan.

To illustrate the results of such discussions, after one on charges, all were asked to bid on a theoretical job, and the bids of each were comparatively close.

In addition to the action on the revision of the constitution and by-laws, the business meeting turned its attention to Homer K. Dodge, Framingham, Mass., chairman of the education committee, who reported briefly on his trip through the southern states, where he visited eleven colleges and universities having courses in landscape architecture. This brings the number of institutions visited on his tours throughout the country to thirty-four.

### Afternoon Session

"Another Look at the One-story House" was the title of a talk given by Dr. Donald Wyman, horticulturist, Arnold Arboretum, Harvard University, Jamaica Plain, Mass. Dr. Wyman urged the nurserymen to make their own selection of plant

materials for their regions. Although there are 6,000 woody plants, vines and trees in the arboretum, only a few are of first-rate interest commercially. Dr. Wyman named as a plant's points of interest its form, texture, leaf and possession of flowers or berries. Most of the viburnums meet these qualifications well, he continued. The speaker urged the nurserymen to grow the best in each class of plants, even though it be harder to propagate. He was sure people would pay more for the finer plants.

In a showing of slides Dr. Wyman selected several of the dwarf maples, dogwoods, magnolias and flowering crab apples as possible selections where low-growing trees are desired.

Where low-growing shrubs are desired, Dr. Wyman suggested an alpine variety of Japanese quince, *Cotoneaster horizontalis*, the low-growing roses and certain varieties of spiraea.

As plants in the 4 to 5-foot class, Dr. Wyman selected some of the following to show: *Abelia grandiflora*, *buxus*, white *forsythia*, *Rosa virginiana* and *Weigela Bristol Ruby*.

The speakers of the day returned at the end of the program to be questioned by the members. Several directed questions to Dr. Wyman

## METAL LABEL MARKERS

### Immediate Delivery

Steel wire stakes with galvanized or green enamel finish—Aluminum and Galvanized Labels.

Also other Ideal Garden Gadgets.

SEND FOR  
DESCRIPTIVE FOLDERS  
TODAY



LANSING SPECIALTIES MFG. CO.  
LANSING 12 MICH.

## PLATE BOOKS

For Nursery Salesmen.

We now have a new set  
of Landscape Views.

Send for Catalog.

**B. F. CONIGISKY**

202 Main Street  
PEORIA 2, ILL.

## REDUCE TRANSPLANTING LOSSES

with economical  
easy-to-use

## WILT-PRUF

the safe, proven  
anti-transpirant



Even under adverse planting conditions, almost all kinds of nursery stock may be moved safely in hottest weather. WILT-PRUF saves replacement costs . . . stabilizes nursery overhead . . . creates new, profitable planting season! Proven successful on coniferous and broad-leaved evergreens, deciduous trees, flowering shrubs, herbaceous plants! Excellent as a longer-lasting sticker for insecticides and fungicides! Write for full information in illustrated brochure!

Formulated and shipped by

Address Dept. 1

**ROSDALE NURSERIES, EASTVIEW, N. Y.**

Also

shipped by

Armstrong Nurseries, Ontario, Calif.  
Florida Nurs. & Landsc. Co., Leesburg, Fla.  
Hillenmeyer Nurseries, Lexington, Ky.  
Portland Wholesale Nurs. Co., Portland, Ore.

## BLODGETT'S BUCKWHEAT HULL MULCH

A profitable sales item and excellent nursery mulch. Rose gardeners particularly appreciate the neat appearance these Hulls give to gardens, in addition to retaining soil moisture and retarding weed growth.

Our special price on 20-ton minimum carlots leaves a good margin of profit on sales to your customers. Write for firm quotation for early fall delivery as supplies are now limited.

**FRANK H. BLODGETT, INC.**

Millers of Buckwheat Products Since 1848

Box 31-X

JANESVILLE, WISCONSIN



**ONLY \$25.50**

F. O. B. Factory

Water falls gently like rain, yet abundantly, with perfect distribution. Two sizes available for 1500 and 2500 sq. ft. areas. Both instantly adjustable for any desired width. Operates on any pressure from 15 lbs. up. Lasts a lifetime. Sold at low factory-to-you price on money-back guarantee. Send check or money order — otherwise shipped C.O.D. State size wanted. Shipping weight, 20 lbs. Illustrated folder available. Pioneers in overhead irrigation and supplies since 1926.

**JOHN RUST MFG. CO.**

632½ W. Patterson St.  
Kalamazoo, Mich.

## Use PLASTIC LABELS

"Slip-Ons"

by

**WATTS PLASTICS, Inc.**

645 S. Seagrave Ave.

DAYTONA BEACH, FLA.

Pat. Pending

\$5.50 per 1000

\$4.25 per 1000 in 5000 lots

Name and Address—\$1.00 per 1000 Extra

Pot and Orchid Labels in Color

5/8 x 4 ins.—\$5.50 per 1000

Write for Samples

## HYPONEX PLANT FOOD

Grows Better Plants Faster

In SOIL, SAND or WATER

SELL HYPONEX for extra

profit. Nationally advertised.

Millions are now buying it

for house plants, garden

flowers, vegetables, lawn . . .

USE HYPONEX for top

dressing, seedlings, cuttings,

transplanting and general

feeding of plants. Produces

sturdier stock in less time.

Retail Price Dealer & Grower Cost

1-oz. pkt. 10¢—72 to cs. wt. 7 lbs. . . \$ 4.80 case

5-oz. can 25¢—36 to cs. wt. 12 lbs. . . \$ 6.00 case

7-oz. can 50¢—24 to cs. wt. 14 lbs. . . \$ 8.00 case

1-lb. can \$ 1—12 to cs. wt. 16 lbs. . . \$ 8.00 case

10-lb. drm. \$ 8—individually packed . . \$ 5.35 each

25-lb. drm. \$15—individually packed . . \$10.00 each

50-lb. drm. \$25—individually packed . . \$16.67 each

100-lb. drm. \$40—individually packed . . \$26.67 each

1 lb. makes 100 gallons liquid plant food.

If Your Jobber Cannot Supply You, Order Direct.

HYDROPONIC CHEMICAL CO., Inc., Copley, Ohio, U.S.A.



about favorite plant items. To Professor Glick were directed several questions regarding the use of an abundance of inanimate material in place of growing plants. The members showed considerable opposition to the use of so much inanimate material in the contemporary garden.

Dr. Wyman, a plant lover, reminded the audience of the beautiful slides on hedging materials which he had shown, with their ever-changing interest, and compared these with the slides Professor Glick had shown of enclosures of "planks and boards," that could be changed only by the painter's brush several times each year to equal the automatic changes resulting from the use of plant materials. Both speakers, however, agreed that changes in garden styling were here to stay, in spite of what we might think of them now. Professor Glick hastened to point out that most of the slides shown were taken of gardens only 2 or 3 years old and that plantings would, in a few years, do much to relieve the severity of the structural features of these gardens.

### LANDSCAPE TOUR

More than 100 members and guests of the National Landscape Nurserymen's Association took part in an extensive tour of notable landscapes in the Detroit area. Three chartered buses whisked the tourists from downtown Detroit through the beautifully landscaped residential areas to the north of the city.

Among the highlights of the tour was a visit to the famous Cranbrook School, near Detroit, where the beauty of the landscape is matched only by the exquisite examples of architecture and sculpture to be seen on the campus of this famous institution. The nurserymen had a chance to visit the interiors of the museums of science and art at the institution, in addition to having ample opportunity to take in the breath-taking natural beauty of the site. It is unfortunate that time did not permit a closer inspection of the campus on foot, but the views to be seen through the windows of the bus were in themselves worth the trip.

On the return trip to Detroit, a stop for refreshments was made at the Ferndale branch of the Ilgenfritz Nurseries. A wide choice of food and drink was offered the nurserymen, who by this time were suffering somewhat from the 90-degree plus temperature. The return trip to Detroit was marked by views of other beautifully landscaped residences in the area. The group returned to the Hotel Statler late in the afternoon.

## MANAGEMENT SEMINARS

[Continued from page 12]

price he looks it over and if it looks too low, he raises it, and if it looks too high, he lowers it.

Charges for landscape services next claimed the attention of the participants. Mr. Cascio led off the discussion by stating that his basic figure for common landscape labor is \$1.15 per hour and good laborers get \$1.25 per hour. On this basis he charges the customer \$2.50 per hour for ordinary labor. A New Jersey nurseryman then rose to comment that he charges a straight \$3 per hour for common labor. He stated that he felt that nursery labor was worth as much as other types of labor, such as plumbing, bricklaying, etc.

Mr. Bond then stated that his firm tries to avoid sending a customer an itemized bill in which the portion of the bill for labor would have to be shown. He believes, instead, in selling the customer a package deal in which the customer purchases a landscape job and agrees to an overall price for the job. He stated that most of the other leading industries sell their products in this way and that he believed the nursery industry should be no exception. The charges in the package deal include labor, materials, use of truck, delivery, etc. Labor charges begin as soon as the men report for work.

## Salesmanship and Salesyards

A general discussion of salesmanship and salesyards followed. Mr. Porter advocated the extensive use of newspaper advertising to entice the public to the salesyards. He also stated his belief in the use of leaders to act as inducements. A colleague from Indiana concurred, pointing out that the public must be drawn to the salesyards, which are usually located outside the city limits. All types of advertising must be used to draw customers, he declared.

Mr. Bond then stated that his nursery had set up a children's play yard to encourage parents to visit the salesyard with their children. The play yard features a dogwood tree from which the leaves have been stripped and a coat of red paint applied. Lollipops are attached to this tree to entertain the children and to provide an additional treat for them.

Mr. Porter then stated that he arranges for flower societies and garden clubs to stage their shows at his salesyard. He stated that he does more business during the time that these shows are being held than at any other period. His firm maintains

## Make More Profit Per Bag

## Sell MICHIGAN PEAT\*

NATURE'S FINEST SOIL BUILDER

*\*It's Bacti-vated!*

100 lb. BURLAP  
bags with  
plastic liners.

50 lb.  
WHITE bags  
plastic lined.

25 lb.  
WHITE bags  
plastic lined.

Peck—clear  
plastic bags  
10 in a carton.

1/2 peck clear  
plastic bags  
20 in a carton

GROWERS  
NURSERYMEN

Depend on Michigan Peat for low cost superior results. Best for Azaleas, Mulching, Seed Beds, Bagged, Bulk, Cars or Truckloads. No screening—ready for use. 98% organic... Ph 4, 5.

JOBBER  
DEALERS

Contact larger users such as golf courses, Air Bases, Schools, Cleaner—easier to handle bags. 5 sizes—rotproof. Delivery every day from Peat Bogs at Capac, Mich.

NEW!—African Violet Potting Soil  
1/2 peck plastic bags—20 in a carton

## MICHIGAN PEAT INC.

CAPAC, MICH. • Phone: Capac 62

**MARK YOUR PACKAGES WITH THIS STAMP**  
*Clearly & Quickly*

This stamp has interchangeable type to change the size, grade and brand in a second. **IT SPEEDS YOUR MARKING 20%.** Can be made to meet requirements of every state. Write for price and folder.

MASSACHUSETTS  
MIN. SIZE 2 1/2" FANCY  
Must. Approved Grade  
**GREENINGS**  
PACKED BY  
R. D. MARCH  
Shelburne Falls, Mass.

**RIVET-O MFG. CO.**  
76 Orchard St., Orange, Mass.

**Big "RAINBOW" Sprinkler**

Sprinkles area of 2500 square feet or more without having to be moved. Has 17 nozzles. Oscillates. Waters evenly. Adjustable for different size areas. Does the work of three or four ordinary sprinklers. Price only \$45. Money-back guarantee. Immediate shipment.

**WHITESHOWERS, INC.**  
17514 Woodward Ave. Detroit 3, Mich.  
Complete Overhead Irrigation

MAKE MORE MONEY  
TEST YOUR SOIL

Without any more work, you can greatly increase your yields the easy **SUDBURY Way!** Shows just how much nitrogen, phosphate and potash to use for every bench and field to get the most fancies, biggest crops and top market prices. Also tells whether lime is needed (pH) and how much.

## No Knowledge of Chemistry Needed

It's as easy as reading a thermometer! Test as often as you want—no waiting for reports! You get the right answer from the soil itself!

The **SUDBURY Soil Test Kit** cuts fertilizer costs as well as giving you bigger yields—avoids wasting expensive nitrogen or potash by keeping soil in balance. Prevents over-dosing, or making soil toxic. Lifetime steel chest.

All season long, know how much plant food is in the soil—how much to add for biggest crops. Takes 10 minutes, costs less than 10c a test.

## LET IT PAY FOR ITSELF!

Send No Money—pay only \$4.95 plus postage on delivery, then 4 monthly payments of \$6.75 each.

## Better Crops Guarantee

If your Soil Test Kit doesn't pay for itself many times within a year, return for full refund. **Order Today!** Over 300,000

Sudbury Soil Test Kits

Now in Use

**SUDBURY LABORATORY, Box 267, So. Sudbury, Mass.**  
Dealers: Write for Special Offer





## MENNEPOTS Make Profits for You

Extend your selling season and save time and labor in your potting operations! The economical medium for merchandising Roses, Shrubs, Trees, Annuals, Perennials, etc., in full flower, in all seasons. NO TRANSPLANTING; PLANT POT AND ALL.

Lightweight—superior strength—ready to use, with stapled bottom. This makes for labor-saving in potting time, yet allows for aeration and drainage for root systems! Roots readily penetrate pot's walls and bottom in normal growing habit. Plants can be redug with ease months later, because of a compact root system. The extremely light weight of the Mennepot makes shipping costs negligible.

Special Prices on Carload Quantities.

| Size      | Approx. Wt. per 200 |          | Top Dia.   | Bot. Dia.  | Ht.    | Price per 100 Regular | Price per 1000 Regular | Price per 100 Heavy | Price per 1000 Heavy |
|-----------|---------------------|----------|------------|------------|--------|-----------------------|------------------------|---------------------|----------------------|
|           | Regular             | Heavy    |            |            |        |                       |                        |                     |                      |
| No. 0     | 20 lbs.             | 50 lbs.  | 4 ins.     | 3 1/4 ins. | 4 ins. | \$2.75                | \$25.00                | \$3.75              | \$35.00              |
| No. 1     | 30 lbs.             | 70 lbs.  | 6 ins.     | 5 ins.     | 6 ins. | 4.00                  | 37.50                  | 5.25                | 50.00                |
| No. 2     | 48 lbs.             | 110 lbs. | 7 ins.     | 5 1/2 ins. | 8 ins. | 4.50                  | 42.50                  | 5.75                | 55.00                |
| No. 3     | 60 lbs.             | 140 lbs. | 8 1/2 ins. | 6 1/2 ins. | 9 ins. | 5.00                  | 47.50                  | 6.25                | 60.00                |
| No. 4 Pan | 60 lbs.             | 140 lbs. | 8 1/2 ins. | 7 1/2 ins. | 5 ins. | 5.00                  | 47.50                  | 6.25                | 60.00                |

500 or more take 1000 quantity price. Send 50c for one set of Samples.

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a full-time garden consultant to inform the public, and it also issues pamphlets on correct planting methods.

Ray Hartman, of San Jose, Calif., argued against the use of cut-rate, special and discount sales. He maintained that advertising and promotion should stress quality and value. He continued by saying that the quality theme should be maintained at the salesyard itself by keeping the area clean and neat.

An Indiana nurseryman opened the discussion on sales training by stating that his firm utilizes college students to sell nursery stock during the summer vacation period. He said that this gives the students excellent experience in selling, at a time of the year when it is usually more difficult to sell nursery material than at any other time. Students who are thus trained will become excellent salesman prospects for the nursery upon their graduation from school. He continued that in his opinion it was important to make sure that salesmen tell the truth in their talks with prospects; he said that if a salesman does not know the answer to a certain question, he should frankly tell the customer that he does not know and then immediately promise to investigate and find the answer. This gives the firm the opportunity to be of additional service to the customer and gives the customer a sense of importance.

A Michigan nurseryman stated that his firm holds sales meetings during the slow periods in the winter months. He said that one of the things that is stressed at these meetings is to inform the salesmen what merchandise is available or will be available at the nursery during the selling season. He said that numerous sales are lost because salesmen do not know that the nursery has in stock a certain item which a customer has asked for. He made the interest-

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ing statement that his firm uses women exclusively to sell roses; he said that all of his experience points to the fact that women can sell roses better than men.

This last statement brought forth the contradictory remark from another nurseryman that he is planning to eliminate most of his female sales staff because, as he put it, they cannot complete a sale. What he meant was that the women often have to call upon one of the men in the store to dig up the plant material sold or to obtain other merchandise, which for some reason or other cannot be handled by the women.

The morning session concluded with a brief discussion of the subject of cost accounting, a topic which could easily have consumed a good deal more time than was available. James S. Wells, Bridgeton, N. J., stated that his nursery had devised a cost-accounting system whereby a daily record is made of the exact amount of direct labor costs for each of the plants grown at the nursery. To this figure are added the costs of indirect labor. The figure thus obtained is doubled to take the overhead into account. In this way, the cost of growing a plant can be determined. Mr. Wells concluded with the statement that, when the costs of growing some plants were known, it was found that they were being grown and sold at a loss. The result was that these plants were dropped from the list carried by the nursery.

#### Production Problems

The afternoon session was devoted to problems in production, with Richard Bloss, Sneed Nursery Co., Oklahoma City, Okla., in the chair. The most requested topic for discussion was foliage feeding, and a discussion of this topic was led off by Tom Riley, of the Ra-Pid-Gro Corp. Mr. Riley declared that foliage feeding was here to stay. He pointed out that any of the liquid which does not become absorbed by the foliage will fall to the ground and thus with this method the nurseryman has two opportunities for fertilization of his plant material. He further pointed out that most of the liquid fertilizers that were known to him were compatible with insecticides and fungicides that can be mixed with water and the applicator is thus able to perform two separate jobs with one spraying.

In the brief discussion which followed Mr. Riley's statements, the consensus was strongly in favor of foliage feeding.

Prof. L. C. Chadwick, of Ohio State University, was called upon to

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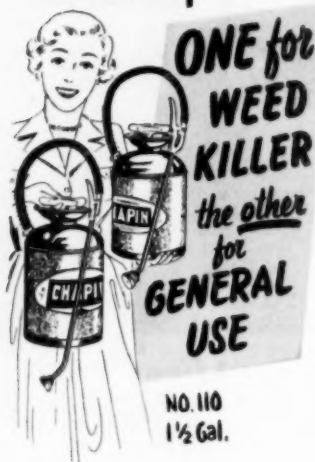
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open a discussion of chemical weed control which he did by describing the experiments at the university leading to the control of quack grass using TCA. Professor Chadwick stated that the university had made several tests with the material, using it at the rate of 20 to 40 pounds per acre on land on which no nursery stock was growing. These tests were successful in controlling the quack grass.

Last fall, applications of TCA were made in the nursery at Ohio State University, using 20 pounds per acre, 40 pounds per acre and 80 pounds per acre. It was found that 40 to 50 per cent control was achieved with the 20 pound per acre concentration, while complete control was achieved with both the 40-pound and 80-pound concentrations. In these tests, American holly was the only plant that showed any apparent injury from the TCA applications. Professor Chadwick stressed that, regardless of the apparent immunity of some nursery stock to the chemical, it should still be sprayed carefully. He warned against indiscriminate application, explaining that only one test had been made and that there might be other nursery stock that is susceptible to the TCA injury. The cost, he pointed out, was in his opinion much lower than that of hand weeding.

Peter Cascio then arose and stated that his results with chemical weed control have been disappointing. He stated simply that the chemicals that he used had killed his plants.

## Successful on Seedbeds

Mr. Wells reported the successful use of chemical weed control on seedbeds. He explained that he had applied the chemical to the seedbeds just before the seeds were placed in them in the fall. The result was that no weeds appeared and the spring germination of the seeds was successful. He said that English boxwood had showed some damage caused by weed control chemicals, but that he believed this was because this plant has its roots near the surface.

Hugh Steavenson, Elsberry, Mo., stated that he does not believe chemicals will ever replace standard methods of weed control. He mentioned particularly that he had used geese successfully in controlling weeds at his nursery. At that point someone quipped that geese are good to have because if the geese do not eat the weeds, then the nurseryman can eat the geese.

The consensus of the entire discussion seemed to be that chemical

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weed controls have a definite place in seedbeds where plants are heavily concentrated, but not in the fields, where other methods can do the weeding jobs better.

A discussion on new machinery was opened with a statement by one nurseryman who claimed that most nurserymen do not give new machinery an adequate opportunity to prove itself. He implied that they considered new machinery in the realm of novelties, using it for a few weeks and then going back to former methods. If true, this would certainly seem to the disinterested observer to be an expensive form of experimentation.

Arthur Watson, of Grand Rapids, Mich., drew a round of applause when he advocated that proprietors of nurseries should consult those who will be expected to use machinery before the machinery is purchased. Mr. Watson said that if his men like the machine they will use it, and if they do not like it Mr. Watson does not buy it.

In general, however, the nurserymen agreed that new machinery has its place and that each new development should be thoroughly tested and given an opportunity to prove itself before being discarded in favor of older methods. The moderator declared, however, that as far as he was concerned there was still a place in the nursery for a good brace of mules.

#### New Plant Materials

Ken Law, of Lake City, Minn., speaking on the subject of new plant materials, said that all nurseries must concentrate on the growing of well-known salable plant materials, but at the same time, he said they must have test plots for trying out new materials. Only in this way, he said, can the nursery industry progress and secure repeat business. A Californian then cited the double problem involved in using new materials—obtaining the new material and then introducing it successfully to the public.

During the course of a discussion, several nurserymen made specific requests for new plant materials that would solve their own particular problems. Many of them expressed the hope that hardier varieties of well-known plants could be produced so that they might be grown successfully in colder climates.

The next subject, "Container-grown Nursery Stock," brought forth a generally favorable reaction from the nurserymen present. It was pointed out particularly that nurserymen can fill orders from their canned material when conditions do not permit taking plants from the

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ground. Several nurserymen who are operating successfully with this method of growing stated that they put the plants into the cans in the spring and grow them throughout one season in the containers and then offer them for sale the following spring.

There was some discussion on the matter of watering container-grown material. Several nurserymen maintained that overhead sprinkler systems could be used as successfully as hand watering, while others were equally sure that hand watering was the only successful method. Professor Chadwick stated that it had been his experience that growth of container material was equally good whether the cans were plunged into the soil or left to rest on the surface. In answer to a nurseryman's question, it was stated that container-grown plants can be transplanted from one can to another.

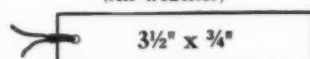
The next subject on the afternoon forum, "Handling Inventory for Tax Purposes," was a difficult one for this group to discuss since the laws applying to the subject differ from state to state. In most of the states represented, however, it seems that only nursery stock that is ready for sale need be included in inventory for tax purposes; stock that is growing in the fields is not subject to this type of taxation. Several nurserymen reported that this more favorable situation had been brought about in their particular states only after an extensive fight on the part of the nurserymen. The nurserymen were advised to fight for reasonable tax laws wherever they did not exist.

Although all the nurserymen seem to be interested in the question, "Does It Cost as Much to Harvest a Crop of Nursery Stock as It Does to Grow It?", none seemed to be able to approach an answer to the question. Mr. Watson stated that the costs involved were difficult to estimate since they vary from season to season, although he suggested that it might be possible to arrive at an average over a period of years. It was then suggested that perhaps the cost could be expressed in man-hours, rather than in dollars and cents, but it was pointed out that even this would fail if working methods were to change from year to year.

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